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Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Get Standard Configuration

Get Standard Configuration

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Corporate-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden



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Back Add Domain Finish

FIG. 49N5

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

### Standard Demonstration Mode

#### Add Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 49N6



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks  
Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Name Virtual Kiosk | Configure Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

## Standard Demonstration Mode

Set Corporate Specific Virtual Kiosk Display Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the corporate-specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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FIG. 4901



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks  
Get Virtual Kiosk Display Mockup | Get Virtual Kiosk Display Mockup | Get Virtual Kiosk Display Mockup | Get Virtual Kiosk Display Mockup | Get Virtual Kiosk Display Mockup

## Standard Demonstration Mode

Searched for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Corporate-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark



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FIG. 4902



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks  
C-S Virtual Kiosk Display Test | C-S Virtual Kiosk Configuration | C-S Virtual Kiosk Deployment | C-S Virtual Kiosk Activation | C-S Virtual Kiosk Maintenance

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

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Back Next

FIG. 4903



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

### Standard Demonstration Mode

Name: Corporate-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Corporate-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID

Here will go the virtual kiosk ID

Vendor

Here will go the vendor

Virtual Kiosk Name

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FIG. 4904



Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Get Virtual Kiosk Deployment Information | Search for Existing Virtual Kiosks | Add New Virtual Kiosk | Edit Existing Virtual Kiosk | Delete Virtual Kiosk

**Customize Corporate-Specific Virtual Kiosk**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Corporate-Specific Virtual Kiosk click the Next button.

Corporate-Specific Virtual Kiosk Name

Trek@Cycles 2002

Corporate-Specific Serial Number

09890-0989

**Standard Demonstration Mode**

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FIG. 4905



<http://www.brandkeysystems.com/bk-deliver/m-launch-corporate-create-5.html>

<file:///F:/www/brandkey/bk-deliver/FVP/atuktdp.htm>

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Customize Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Corporate-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Corporate-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Corporate Logo:

Geometric Layout: ☒ square

Surface Texture: ☒ Black

Surface Color: ☒ Black

Button Style Set: ☒ square

Button Color Set: ☒ Black

Virtual Kiosk

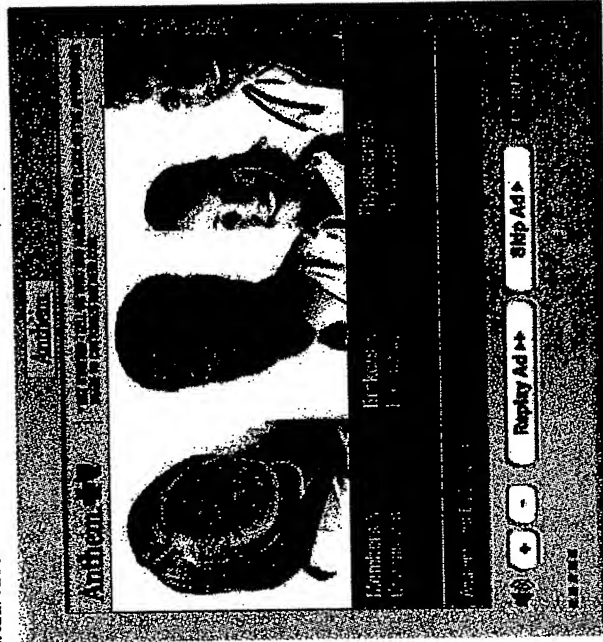


FIG. 4906

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FIG. 4907





Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Confirm Creation of Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Corporate-Specific Virtual Kiosks, you can now Modify or Deploy these Corporate-Specific Virtual Kiosks.

Corporate-Specific Virtual Kiosk Serial Number

Corporate-Specific Virtual Kiosk Name	Corporate-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

Back 1 2 3 4 5 Next

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FIG. 4908



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Select the Corporate Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X

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FIG. 49 P1



Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation:

☒ Yes ☐ No

Virtual Kiosk Status:

Deployed-Activated

Delete this Kiosk

Back Update Update Brands

FIG. 49 P2

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Control Panel for Generating Corporate Branding (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Modify the Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Corporate-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

table border="0">
Virtual Kiosk Serial Number:	09009876-09
Virtual Kiosk Name:	Virtual Kiosk Name
Virtual Kiosk Mode:	Promo-Spot Display Mode
Allow Retailer Installation:	Yes
Allow Industrialist Installation:	No
Allow Consumer Installation:	Yes
Virtual Kiosk Status:	Deployed-Activated

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FIG.4993



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

### Standard Demonstration Mode

[Edit Brand Entities](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Corporate-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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[Add Brand](#) [Finish](#)

FIG. 4984

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Search for Brand Entity

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM



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FIG. 49P5



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Next

FIG. 49P6

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Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Corporate-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

### List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

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FIG. 49 P7

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Corporate-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Corporate-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Corporate-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Corporate-Specific Virtual Kiosk from any web page once the image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Corporate-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Corporate-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 49Q1

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 1 | 4 | Back | 1 2 3 4 5 | Next | > >

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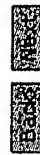


FIG. 49 Q2



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosk Languages

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q3A



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Upload Images for HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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FIG. 49Q3B



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

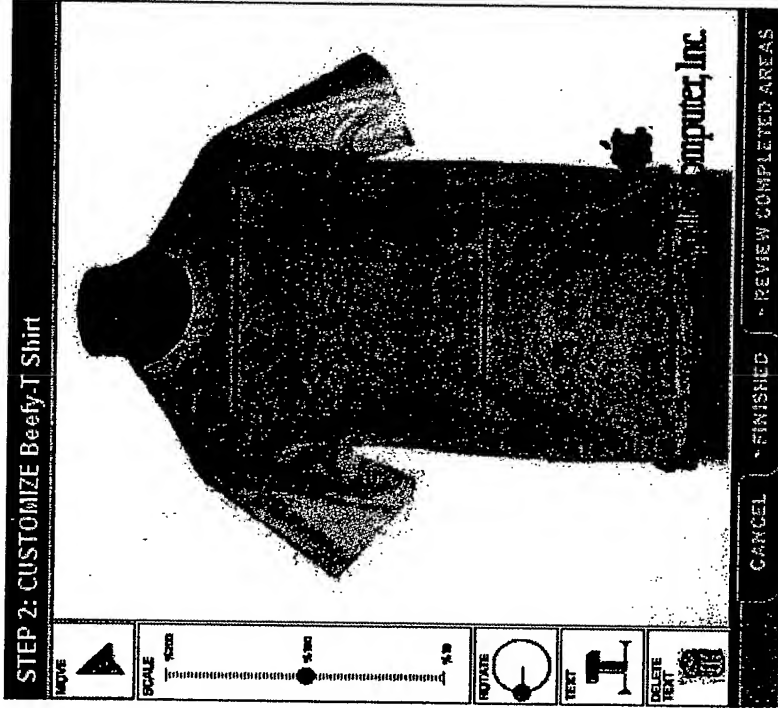
Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Create HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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Fig. 49 & 3c



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FIG. 49Q3D

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_corporate\\_deploy-3d.html](http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-3d.html)

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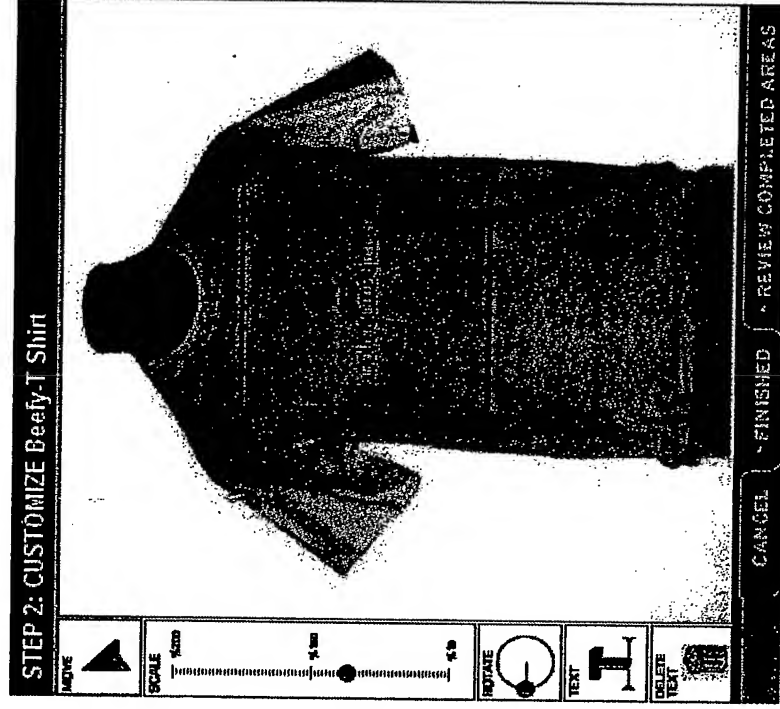
Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Corporate-Specific Virtual Kiosk.



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Fig. 49Q3E



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FIG. 49Q3F

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_corporate\\_deploy-3e.html](http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-3e.html)

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Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 49Q3G



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Select Corporate Specific Virtual Kiosk Using Region

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q 3H



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

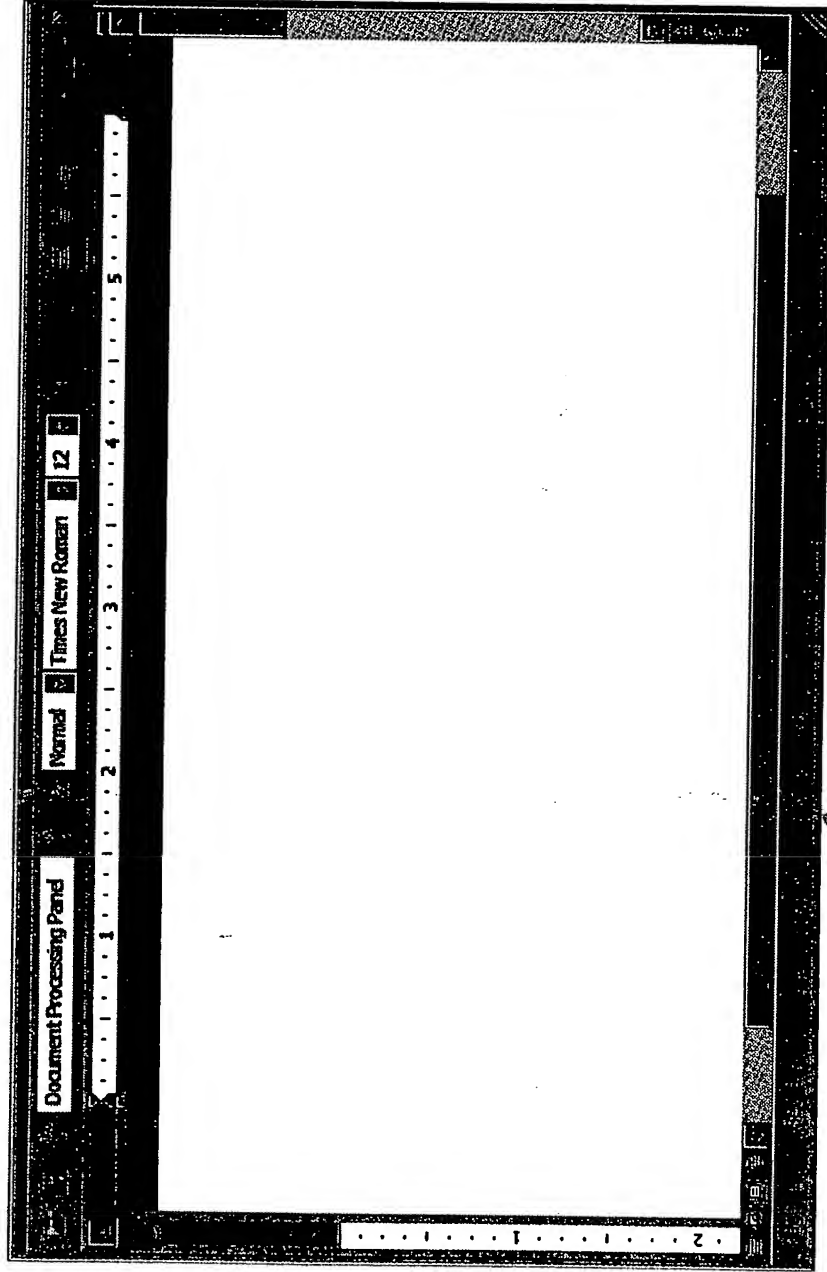
Configure C-S Virtual Kiosks | Create C-S Virtual Kiosk | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Create HTML Encoded Document

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Corporate-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



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FIG. 49031

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_corporate\\_deploy-2c.html](http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-2c.html)

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Insert Virtual Kiosk Sample Image Here

Back Forward Cancel Print Embedded Document

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FIG. 49Q3J



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select HTML-Embedded Document Format

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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Fig. 49 Q3K



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks < | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select Corporate-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

< < < Back 1 2 3 4 5 Next > > >

Back Next

FIG. 49Q3L



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q 3M



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Specify Virtual Kiosk Settings | Select Virtual Kiosk Settings | Select Virtual Kiosk Settings | Select Virtual Kiosk Settings | Select Virtual Kiosk Settings

## Standard Demonstration Mode

Upload Image for HTML-Encoded Desktop Icon

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

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FIG. 49Q3N





Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	---------------------------	-----------------------------

## Standard Demonstration Mode

**Client Account: DISNEY**

**Client Account No: 7145001**

**User Name: John Smith**

[illegible]

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Agree ☐ Disagree ☐

FIG. 4904



Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

## Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Corporate-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Corporate-Specific Virtual Kiosks for installation, you must first Activate them.

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FIG. 49Q5



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 49R1

FIG. 50A



Install Product: Specific Virtual Kiosks

Control Panel for Installing Product Specific Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Installing Product Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 50B1



Install Product-Specific Virtual Kiosks

Control Panel for Installing Product-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Product-Specific Virtual Kiosks are available for Installation. Select the Product-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Product-Specific Virtual Kiosks available for more than one Vendor, then the Product-Specific Virtual Kiosks shall be sorted by Vendor name. Click "A" to view Product-Specific Virtual Kiosks from Vendors beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Product-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Product-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

Vendor Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Search Next

FIG. 50 C1



Install Product-Specific Virtual Kiosks

Control Panel for Installing Product-Specific Virtual Kiosks

Search for Vendor | Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith |

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor who has Deployed Product-Specific Virtual Kiosks which you wish to install. You can search by Vendor Name or Manufacturer Identification Number (MIN). Click Next to initiate the Vendor Search.

Search for:

Search by: Vendor Name ☐

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FIG. 50CZ



Install Product-Specific Virtual Kiosks

Select Virtual Kiosk (Enter a question, Installation Description, Information, Download Virtual Kiosk Tag)

Control Panel for Installing Product-Specific Virtual Kiosks

## Standard Demonstration Mode

Select a Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your Search Criteria and have Deployed Product-Specific Virtual Kiosks that are available for Installation. Click on the Vendor Name to View its Deployed Product-Specific Virtual Kiosks.

Vendor Name	Manufacturer Identification Number (MIN)	No. of P-S Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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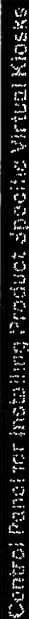


FIG. 50C3

[http://www.brandkeysystems.com/bk\\_deliver/m\\_install-product-3.html](http://www.brandkeysystems.com/bk_deliver/m_install-product-3.html)

file:///F:/www/brandkey/bk\_deliver/HTML/73118esc8g.htm





Real Product-Specific Virtual Networks

[Select Virtual Kiosks](#) | [Installation & Support](#) | [Installation Location Information](#) | [Download Virtual Kiosk Tool](#)

Product-Specific Vertical Kiosk Installation For Paper Airplane

## Standard Demonstration Mode

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

[illegible]

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[Back](#) [Agree](#)

FIG. 50C4



Install Product-Specific Virtual Kiosks

Select Virtual Kiosk | License Agreement | Product-Specific Content Information | Download Virtual Kiosk Tag

Control Panel for Installing Product-Specific Virtual Kiosks

## Standard Demonstration Mode

### Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the selected Product-Specific Virtual Kiosks.

User Name:

Installation Domain:

 (e.g: www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

 United States

Purpose of Installation:

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Fig. 50C5





Control Panel for Installing Product-Specific Virtual Kiosks


Install Product-Specific Virtual Kiosks

Set Up Virtual Kiosk | Select Product-Specific Files | Launch Product-Specific Kiosk | Download Product-Specific Files

Standard Demonstration Mode

 Client Account: DISNEY

 Client Account No: 7145001

 User Name: John Smith

The Installation Files have been prepared for the selected Product-Specific Virtual Kiosks. These Product-Specific Virtual Kiosks are Launchable from the following Environments.

Launch Environment	Selected	
HTML-Encoded Brandkey(TM) Button	✓	Download Tags
HTML-Encoded Document	x	Download Tags
HTML-Encoded Image	✓	Download Tags
HTML-Encoded Desktop Icon	✓	Download Tags

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FIG. 50C6

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FIG. 50 D1

PS-VIC

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**CONAIR**

**CONAIR**

All Products 20% OFF

Buy a Special Gift For Mom

Replay Promo >> Skip Promo >

00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50D2


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**CONAIR**




# CONAIR

**Contest: What Conair did for me!**

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



**Send in your picture and win a gift!**

   **Replay Promo**  **Skip Promo**  00:00/00:00

**Mother's Day Sale ... All Products 20% OFF May 2-12**

FIG. 50 D3

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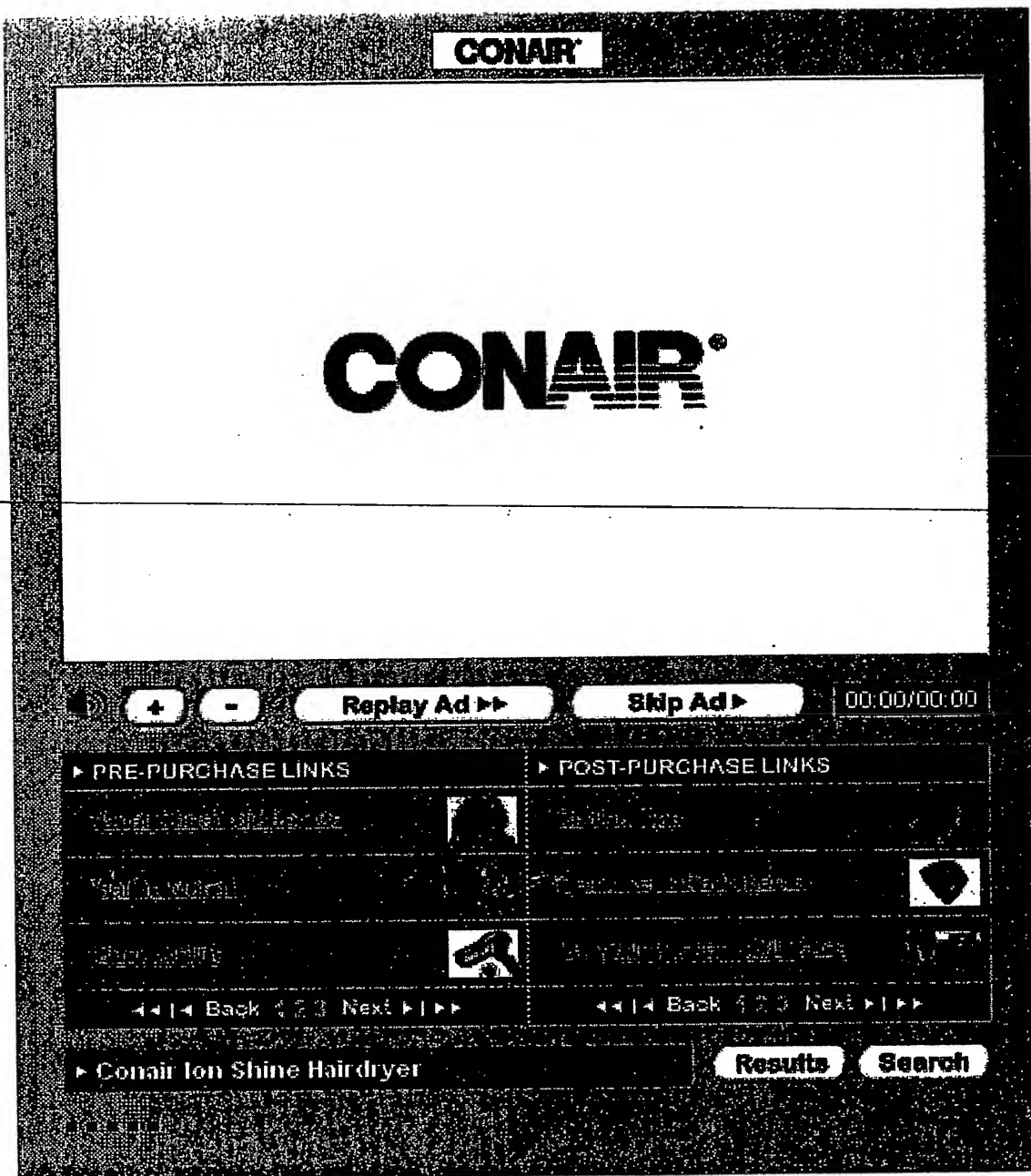


FIG. 50D4

<b>CONAIR</b>		<b>PRODUCTS</b>	<b>ABOUT US</b>	<b>CUSTOMER CARE</b>
---------------	--	-----------------	-----------------	----------------------

<p><b>Ion Shine</b> Model 1481</p> 	<p><b>Ion Shine Hair Dryer</b> Currently in stock. Typically ships within 24 hours.</p> <p>Item# CON 1481    <b>20% OFF</b> <b>Price: \$ 29.99</b> <b>Promo price: \$ 23.99</b></p> <p><a href="#">Add to Cart</a>    <a href="#">Email a Friend</a></p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>- 1875 Watts of Drying Power</li> <li>- Full Size</li> <li>- Ionic Device</li> <li>- Quiet Tone Motor</li> <li>- 2 Heat/Speed Settings</li> <li>- Cool Shot Button</li> </ul>
---	---

<a href="#">+</a> <a href="#">-</a>	<a href="#">Replay Ad &gt;&gt;</a>	<a href="#">Skip Ad &gt;</a>	00:00/00:00
-------------------------------------	------------------------------------	------------------------------	-------------

PRE-PURCHASE LINKS	POST-PURCHASE LINKS
<a href="#">View Product Details</a> 	<a href="#">Sign Up Now</a> 
<a href="#">Compare Products</a> 	<a href="#">Buy a Gift Certificate</a> 
<a href="#">Join our Club</a> 	<a href="#">Request a Catalog</a> 

<a href="#">Back &lt;&lt;&lt;</a> <a href="#">Next &gt;&gt;&gt;</a>	<a href="#">Back &lt;&lt;&lt;</a> <a href="#">Next &gt;&gt;&gt;</a>
---	---

<a href="#">Shop Online</a> ★★★★★	<b>RATING</b> <b>5</b>	<a href="#">Vote</a> <a href="#">Search</a>
-----------------------------------	------------------------	---

FIG. 50D5





Install Service-Specific Virtual Kiosk

Control Panel for Installing Service-Specific Virtual Kiosks

### Standard Demonstration Mode

Control Panel for Installing Service-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 50E



Control Panel for installing Service Specific Virtual Kiosks

Install Service-Specific Virtual Kiosks

Service Provider Name: Virtual Kiosk Name: Launch Environment: Installation Language: Download Virtual Kiosk Tag

## Standard Demonstration Mode

Select Service-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Service-Specific Virtual Kiosks are available for Installation. Select the Service-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Service-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Service-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 1 9 1 0 1

Service Provider Name	S-S Virtual Kiosk Serial Number	S-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

FIG. 50 F1





Install Service-Specific Virtual Kiosks

Select Virtual Kiosk | Browse by System | Installation Location Information | Download Virtual Kiosk File

Search for Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service-Provider search.

Search for:

Search by: Service Provider Name



Standard Demonstration Mode

Control Panel for Installing Service-Specific Virtual Kiosks

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FIG. 50F2



Control Panel for installing Service-Specific Virtual Kiosks

Install Service-Specific Virtual Kiosks

Select Virtual Kiosk | Enter Search Criteria | Download Virtual Kiosk Template

## Standard Demonstration Mode

Select a Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service Provider matched your search criteria and have Service-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name	Service Provider Identification Number (SPIN)	No. of Virtual Kiosks
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 1
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 2
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 3
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 4
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 5

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FIG. 50F3

[http://www.brandkeysystems.com/bk\\_deliver/m-install-service-3.html](http://www.brandkeysystems.com/bk_deliver/m-install-service-3.html)

[file:///F:/www/brandkey/bk\\_deliver/FAF99wioesf.htm](file:///F:/www/brandkey/bk_deliver/FAF99wioesf.htm)





Install Service-Specific Virtual Kiosks

[Select Virtual Kiosks](#) | 
 [License Agreement](#) | 
 [Virtual Kiosk System Information](#) | 
 [Download Virtual Kiosk Tool](#)

Control Panel for installing Service-Specific Virtual Kiosks

## Standard Demonstration Mode

[Update Installation Location Information](#)

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

The following information is required before you can download the installation files for the Service-Specific Virtual Kiosks. This information is used by Service Provider and their agents to better customize the Service-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g: www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:


 United States

Purpose of Installation:

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FIG. 50 F5



Install Service-Specific Virtual Kiosks

Service Virtual Kiosk Control Panel

Download Virtual Kiosk Page

Control Panel for installing Service-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The setup files for the selected Service-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	<input checked="" type="checkbox"/>	Download Kiosks
HTML-Embedded Document	<input type="checkbox"/>	Download Kiosks
HTML-Encoded Image	<input checked="" type="checkbox"/>	Download Kiosks
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>	Download Kiosks

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FIG. 50F6

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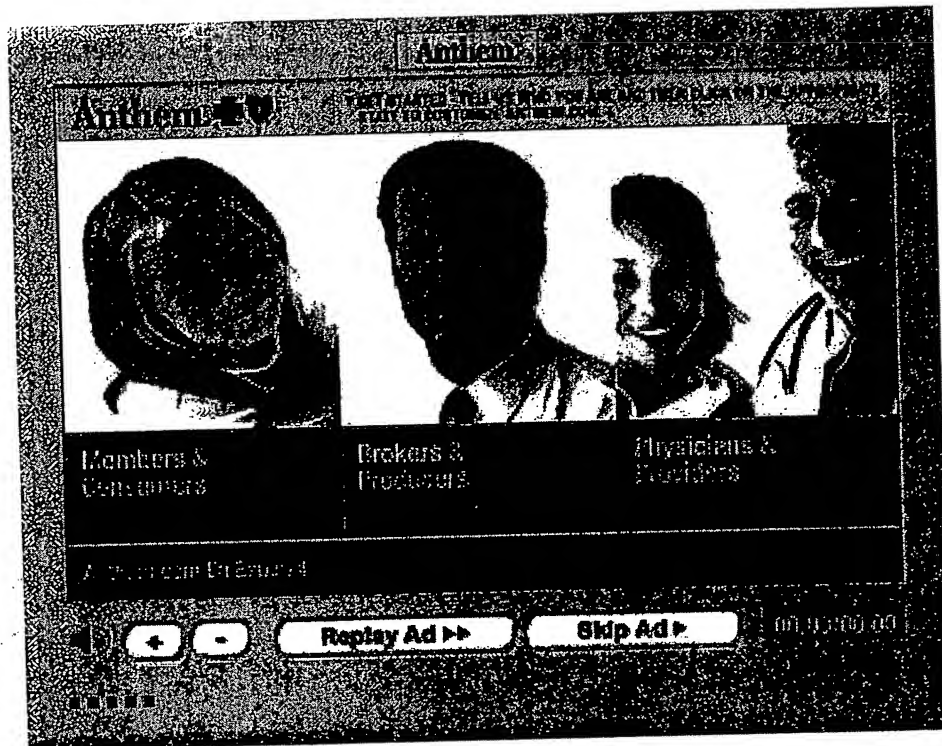


FIG. 50 G 1

15-VK



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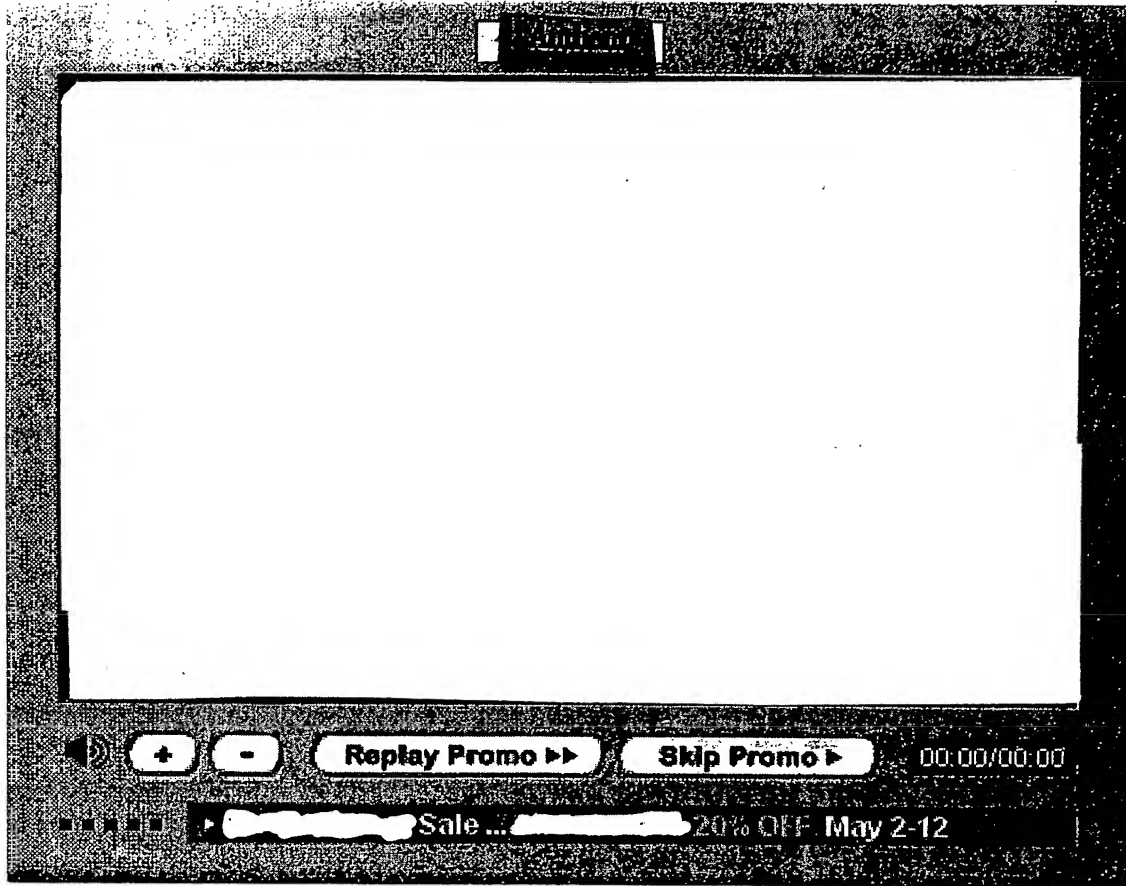


FIG. 50G2

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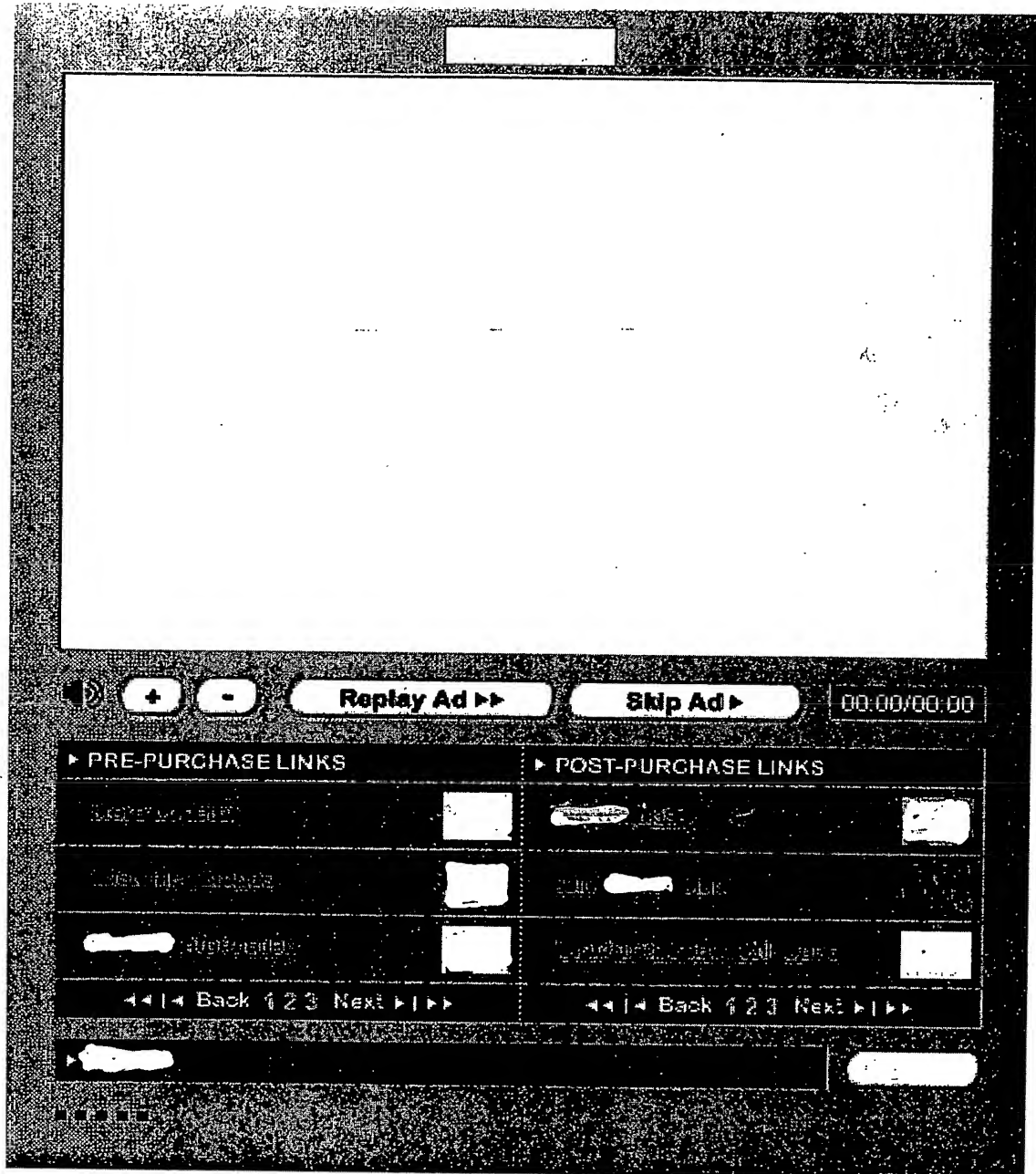


FIG 50 G3



Install Vendor-Specific Virtual Kiosks

Control Panel for Installing Vendor-Specific Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Installing Vendor-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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Fig. 50H



Install Vendor-Specific Virtual Kiosks

Select Virtual Kiosk to Install

Virtual Kiosk Information

Download Virtual Kiosk Tag

Control Panel for Installing Vendor-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendor-Specific Virtual Kiosks are available for Installation. Select the Vendor-Specific Virtual Kiosks you wish to install by checking the install checkbox. -- for everyone

If there are Vendor-Specific Virtual Kiosks available for more than one Vendor, then the Vendor-Specific Virtual Kiosks shall be sorted by Vendor name. Click "A" to view Vendor-Specific Virtual Kiosks from Vendors beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Vendor-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Vendor-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 1 2 3 4 5 6 7 8 9 10

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Vendor Name	V-S Virtual Kiosk Serial Number	V-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

FIG. 50I





Install Vendor-Specific Virtual Kiosks

Search Virtual Kiosk | License by Vendor | Install Vendor-Specific Information | Download Virtual Kiosk File

Control Panel for Installing Vendor-Specific Virtual Kiosks

## Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Vendor-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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FIG 5012



Control Panel for Installing Vendor-Specific Virtual Kiosks

Install Vendor-Specific Virtual Kiosks

Security and Control | Status and Control | Vendor-Specific Information | Download Virtual Kiosk

## Standard Demonstration Mode

Select a Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendors matched your search criteria and have Vendor-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Vendor-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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FIG. 50I3

[http://www.brandkeysystems.com/bk-deliver/m-install\\_vendor-3.html](http://www.brandkeysystems.com/bk-deliver/m-install_vendor-3.html)  
<file:///E:/www/brandkey/bk-deliver/TAM90uz9gesfw2.htm>





Control Panel for Installing Vendor Specific Virtual Kiosks

Install Vendor Specific Virtual Kiosks

Special Virtual Kiosk for Disney's Virtual Kiosk

## Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Vendor-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Vendor-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g. www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

 United States

Purpose of Installation:

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FIG. 5015





Install Vendor-Specific Virtual Kiosks

Control Panel for Installing Vendor-Specific Virtual Kiosks

Install Virtual Kiosk | Selecting Environment | Installation Location Information | Download Virtual Kiosk Tag

## Standard Demonstration Mode

[Download Virtual Kiosk Tags](#)

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Kiosks
HTML-Embedded Document	X	Download Kiosks
HTML-Encoded Image	✓	Download Kiosks
HTML-Encoded Desktop Icon	✓	Download Kiosks

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FIG. 50I6

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FIG. 5051

VS-VK

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**CONAIR**

**CONAIR**

All Products 20% OFF

Buy a Special Gift For Mom

Replay Promo ▶▶ Skip Promo ▶▶ 00:00/00:00

▶ Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J2

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**CONAIR**

**CONAIR**

**Contest: What Conair did for me!**

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



**Send in your picture and win a gift!**

**Replay Promo ▶▶** **Skip Promo ▶** 00:00/00:00

▶ Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J 3

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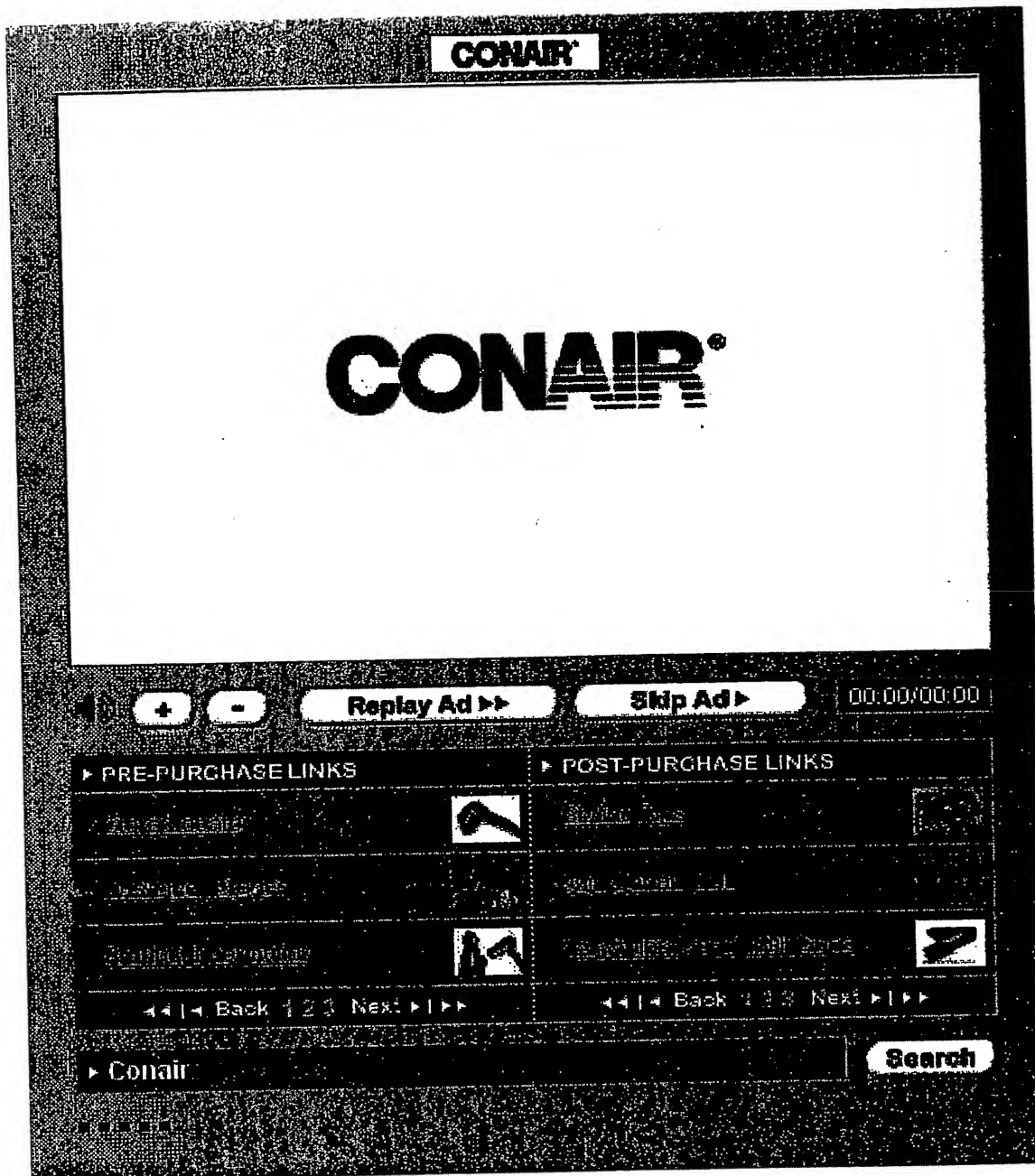


FIG. 50J4

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## Featured Contest

**Jeani Sturgeon**

## Handbook

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[illegible]

the 1990s, the number of people in the world who are under 15 years of age is expected to increase by 1.5 billion, from 1.1 billion in 1990 to 2.6 billion in 2010. The number of people aged 65 and over is expected to increase by 1 billion, from 350 million in 1990 to 1.4 billion in 2010. The number of people aged 15-64 is expected to increase by 1.5 billion, from 2.5 billion in 1990 to 4.0 billion in 2010. The number of people aged 65 and over is expected to increase by 1 billion, from 350 million in 1990 to 1.4 billion in 2010. The number of people aged 15-64 is expected to increase by 1.5 billion, from 2.5 billion in 1990 to 4.0 billion in 2010.



2000 年 12 月 15 日



◀◀ | ◀ Back 4 2 3 Next ▶ | ▶▶

344

[illegible]

Received 25 July 1993



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## ► Customer Stories

◆◆◆◆◆

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FIG. 50 JS

---

## CONAIR

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**Customer Stories**

My husband has been using his hot letter machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work!

**Jean Sturgeon**

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PRE-PURCHASE LINKS	POST-PURCHASE LINKS
<a href="#">View Catalog</a>	<a href="#">Shipping Policy</a>
<a href="#">Return Policy</a>	<a href="#">Contact Us</a>
<a href="#">Terms &amp; Conditions</a>	<a href="#">Privacy Policy</a>

<< | Back | 23 Next | >>>

<< | 1 2 3 4 5 | >>>

[Customer Stories](#) ★★★★★

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[Search](#)

FIG. 50J6

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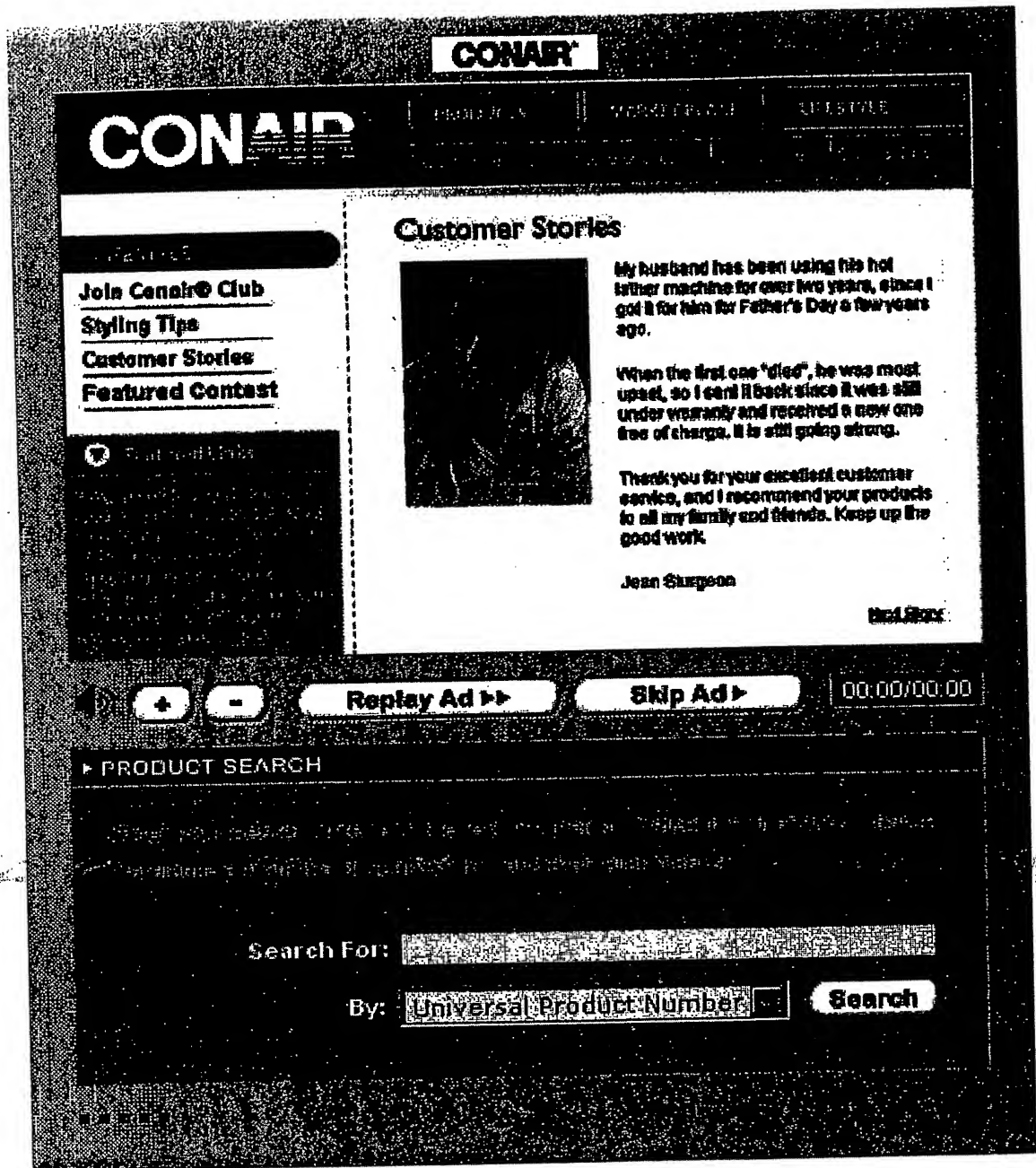


FIG. 5057



735/1046

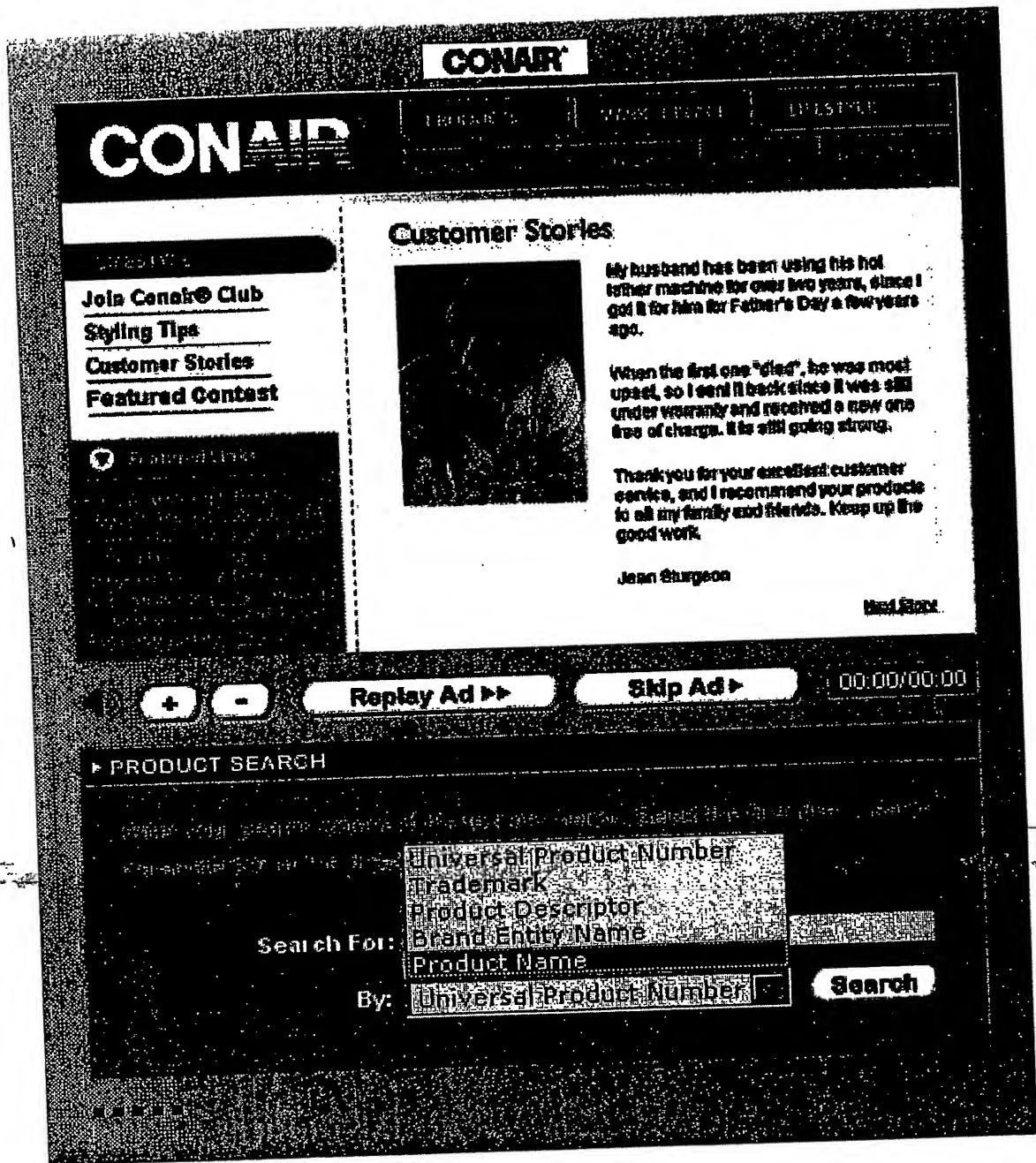



FIG. 50J8

736/1046



# CONAIR

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## Customer Stories



My husband has been using his hot roller machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

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-

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UPN	TRADE MARK	PRODUCT DESCRIPTOR	PRODUCT NAME
123456789	Conair	Hot Roller Machine	Hot Roller Machine
123456789	Conair	Hot Roller Machine	Hot Roller Machine
123456789	Conair	Hot Roller Machine	Hot Roller Machine

<< Back
Next >>
Search

FIG. 5059

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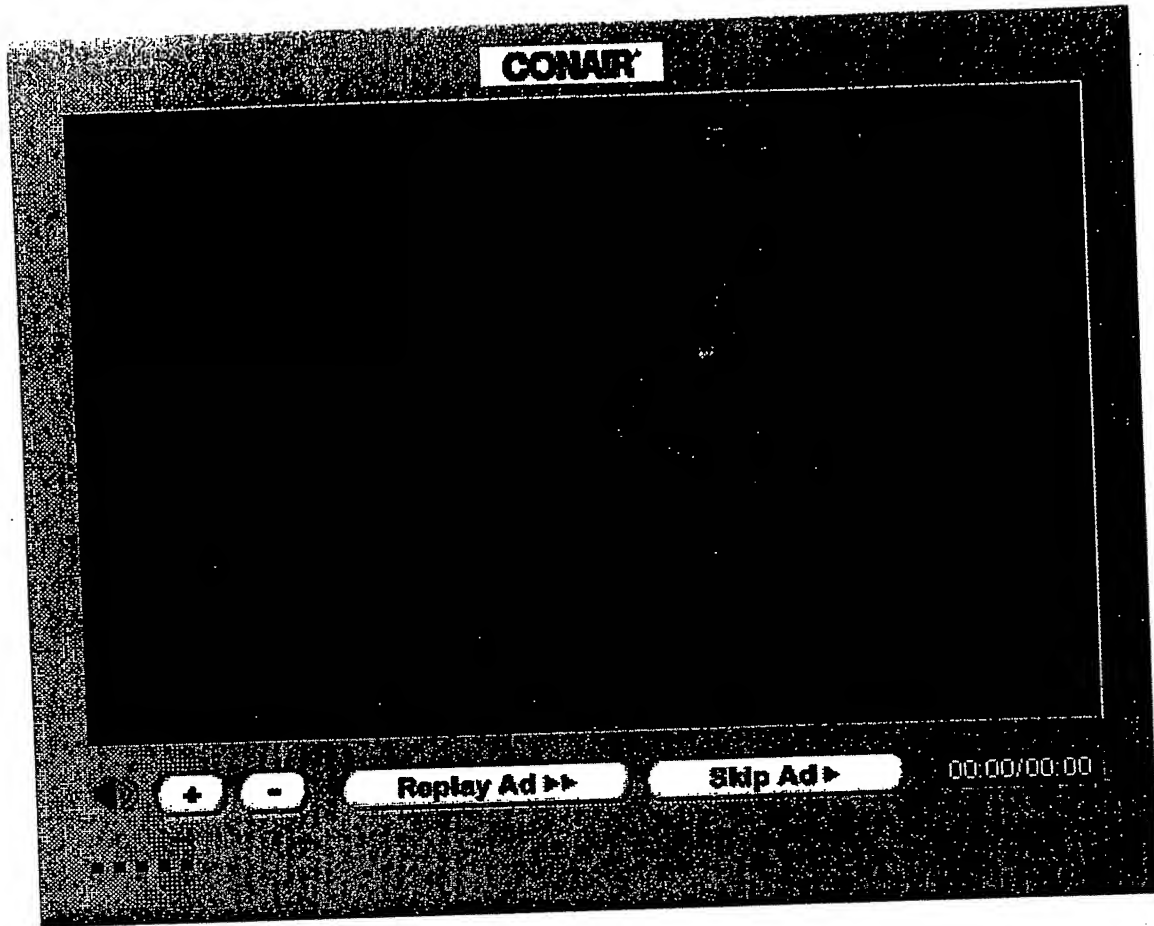


FIG. 50510

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FIG. 50 J11

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**CONAIR**

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- Ionic Device
- Quiet Tone Motor
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FIG. 50 J 12



Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text R.135

740/1046

FIG. 50K



Control Panel for Installing Service Provider-Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Virtual Kiosk Information Download Virtual Kiosk Tag

## Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Service-Provider-Specific Virtual Kiosks are available for Installation. Select the Service-Provider-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Service-Provider-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Provider-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Provider-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to Install the selected Service-Provider-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Provider-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

741/1046

Service Provider Name	S-P-S Virtual Kiosk Number	S-P-S Virtual Kiosk Serial	Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88		Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88		Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88		Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88		Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88		Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Fig. 501



Control Panel for Installing Service Provider Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Service Provider-Specific Virtual Kiosks Information Panel Information Download Virtual Kiosk Tag

## Standard Demonstration Mode

Search for Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service Provider-Specific Virtual Kiosks you wish to install. Click Next to Initiate the Service Provider search.

Search for:

Search by: Service Provider Name



742/1046

FIG. 50 L2







Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

## Standard Demonstration Mode

Select a Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service Providers matched your search criteria and have Service-Provider-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Provider-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name	Service Provider Identification Number (SPIN)	No. of Virtual Kiosks
Service Provider Name 1	SPIN 1	Virtual Kiosk No 1
Service Provider Name 1	SPIN 1	Virtual Kiosk No 2
Service Provider Name 1	SPIN 1	Virtual Kiosk No 3
Service Provider Name 1	SPIN 1	Virtual Kiosk No 4
Service Provider Name 1	SPIN 1	Virtual Kiosk No 5

793/1046



FIG. 50L3

[http://www.brandkeysystems.com/bk-deliver/m-install\\_service-provider-3.html](http://www.brandkeysystems.com/bk-deliver/m-install_service-provider-3.html)  
[file:///E:/www/brandkey/bk\\_deliver/TEMP/gsuvesf03.htm](file:///E:/www/brandkey/bk_deliver/TEMP/gsuvesf03.htm)





Control Panel for installing Service Provider Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Select Virtual Kiosk | Browse Agreements | Install Service-Provider-Specific Virtual Kiosk | Download Virtual Kiosk Tool

## Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Service-Provider-Specific Virtual Kiosks. This information is used by Service Providers and their agents to better customize the Service-Provider-Specific Virtual Kiosks for your needs.

User Name:	<input type="text"/>
Installation Domain:	<input type="text"/> (e.g. www.virtualkiosklaunchsite.com)
Physical Location:	<input type="text"/>
City:	<input type="text"/>
State:	-- Select One --
Zip/Postal Code:	<input type="text"/>
Country:	United States
Purpose of Installation:	<div></div>

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FIG. 50L5



Install Service-Provider-Specific Virtual Kiosks

Service-Provider-Specific Virtual Kiosks - Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosk

## Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The setup files for the following Service-Provider-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Provider-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	<input checked="" type="checkbox"/>
HTML-Embedded Document	<input checked="" type="checkbox"/>
HTML-Encoded Image	<input checked="" type="checkbox"/>
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>

Download Kiosks  
Download Kiosks  
Download Kiosks  
Download Kiosks

746/1046

FIG. 50L6

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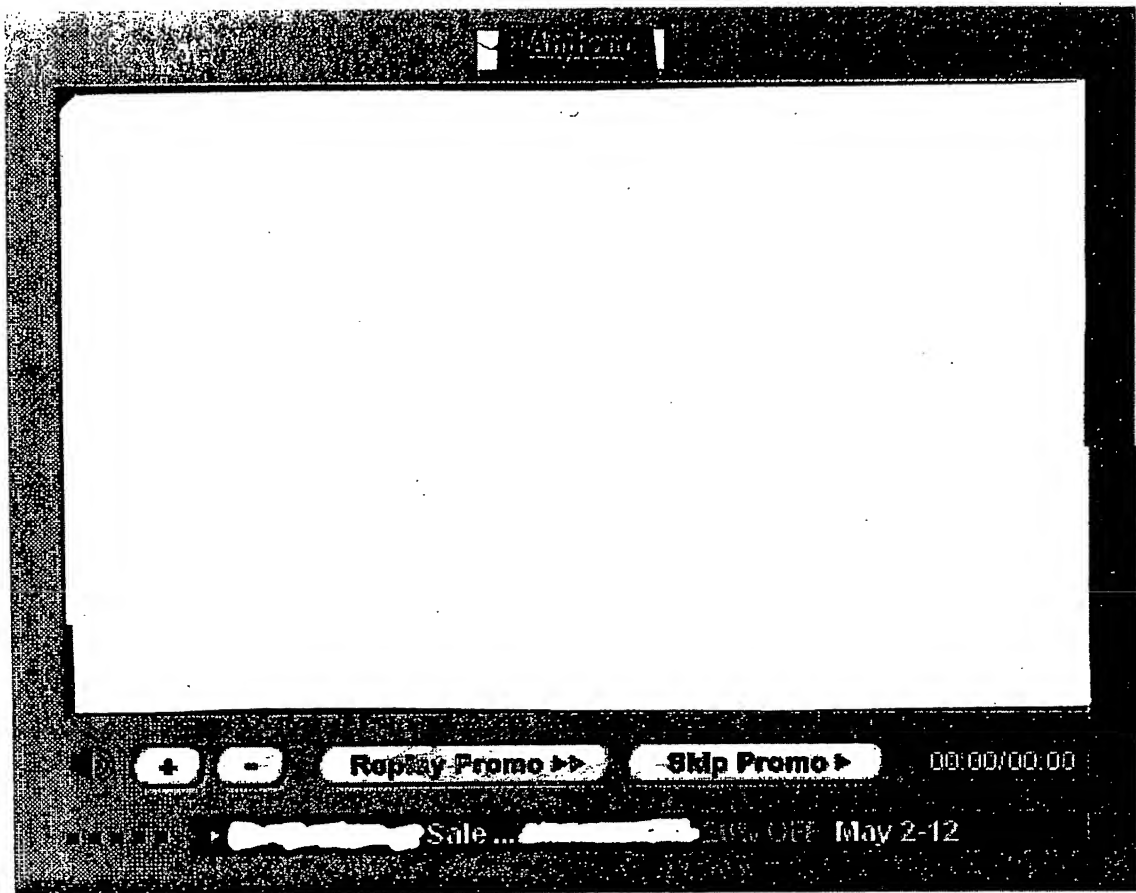


FIG. 50G2

749/1046

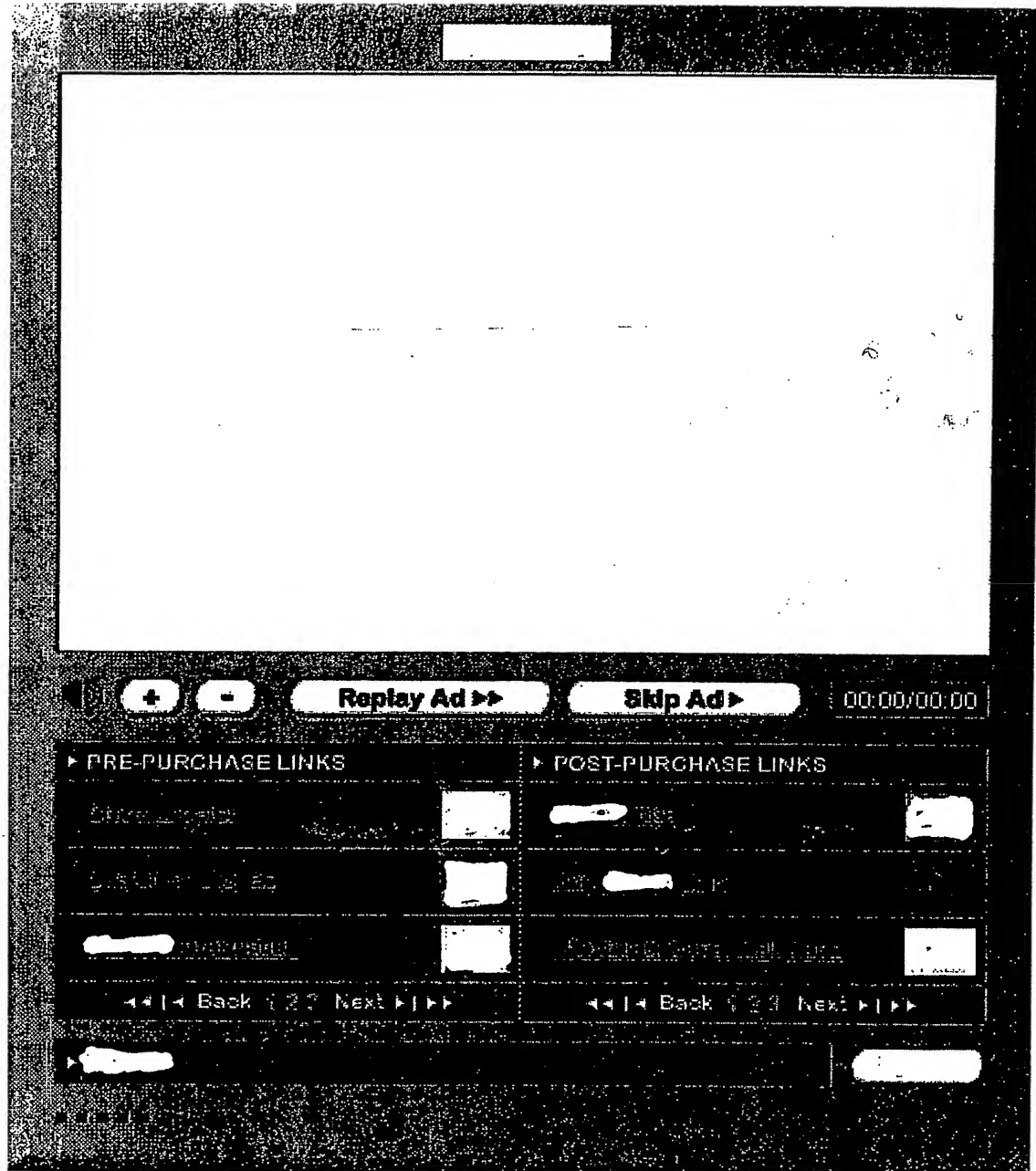


FIG50Q3

755/1046

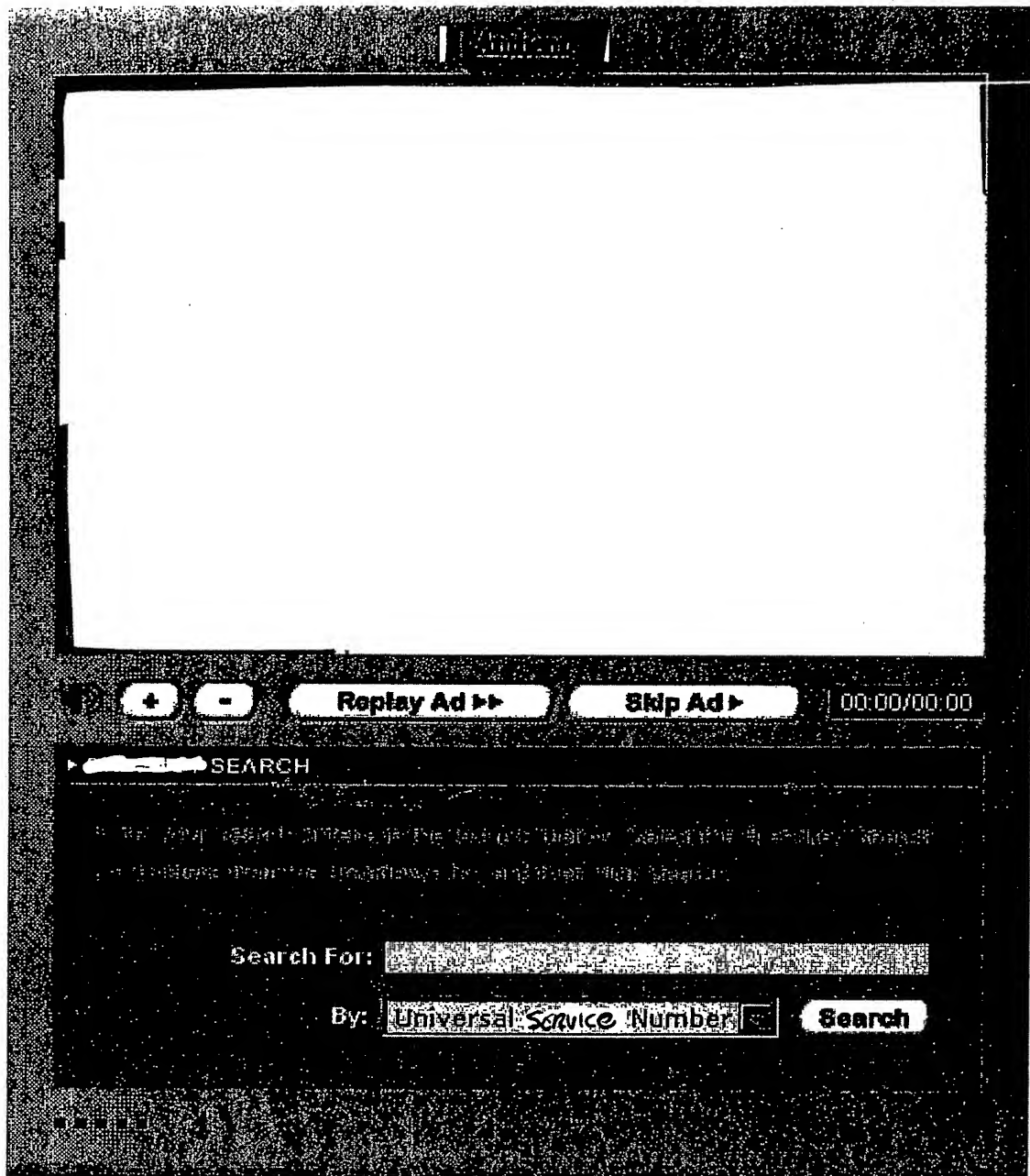


FIG. 50G 4





Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Installing Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

751/104p

FIG. 50 N



Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailer-Specific Virtual Kiosks are available for Installation. Select the Retailer-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Retailer-Specific Virtual Kiosks available for more than one Retailer, then the Retailer-Specific Virtual Kiosks shall be sorted by Retailer name. Click "A" to view Retailer-Specific Virtual Kiosks from Retailers beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Retailer-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Retailer-Specific Virtual Kiosks associated with a particular Retailer. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

Retailer Name	R-S Virtual Kiosk Serial Number	R-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Retailer Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Search Next

FIG. 5001

Control Panel for Installing Retailer-Specific Virtual Kiosks



Install Retailer-Specific Virtual Kiosks  
Download Virtual Kiosk Tag

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Vendor whose Retailer-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name ☐

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FIG. 5002



Control Panel for Installing Retailer-Specific Virtual Kiosks

Install Retailer-Specific Virtual Kiosks

Select Virtual Kiosk | Product Information | Installation Location Information | Download Virtual Kiosk Tag

### Standard Demonstration Mode

Selected Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Retailer-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Retailer-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	MIN	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

754/1046

FIG. 5003



[http://www.brandkeysystems.com/bk\\_deliver/m\\_install-retailer-3.html](http://www.brandkeysystems.com/bk_deliver/m_install-retailer-3.html)  
[file:///E:/www/brandkey/bk\\_deliver/TMP915kecsfer.htm](file:///E:/www/brandkey/bk_deliver/TMP915kecsfer.htm)





Install Retailer-Specific Virtual Kiosks

Download Virtual Kiosk Tag

Control Panel for Installing Retailer-Specific Virtual Kiosks

## Standard Demonstration Mode

### Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Retailer-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Retailer-Specific Virtual Kiosks for your needs.

User Name:	<input type="text"/>
Installation Domain:	<input type="text"/> (e.g. www.virtualkiosklaunchsite.com)
Physical Location:	<input type="text"/>
City:	<input type="text"/>
State:	-- Select One -- <input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	United States <input checked="" type="checkbox"/>
Purpose of Installation:	<div></div>

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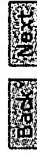


FIG. 50 05



Control Panel for Installing Retailer-Specific Virtual Kiosks

Install Retailer-Specific Virtual Kiosks

Select Virtual Kiosk: [Full Retailer-Specific Information](#) [Download Virtual Kiosk Tag](#)

[Download Virtual Kiosk Tag](#)

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The setup files for the selected Retailer-Specific Virtual Kiosk(s) have been prepared. You have selected Retailer-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	<a href="#">Download Tags</a>
HTML-Embedded Document	X	<a href="#">Download Tags</a>
HTML-Encoded Image	✓	<a href="#">Download Tags</a>
HTML-Encoded Desktop Icon	✓	<a href="#">Download Tags</a>

75771046

FIG. 5006

758/104b

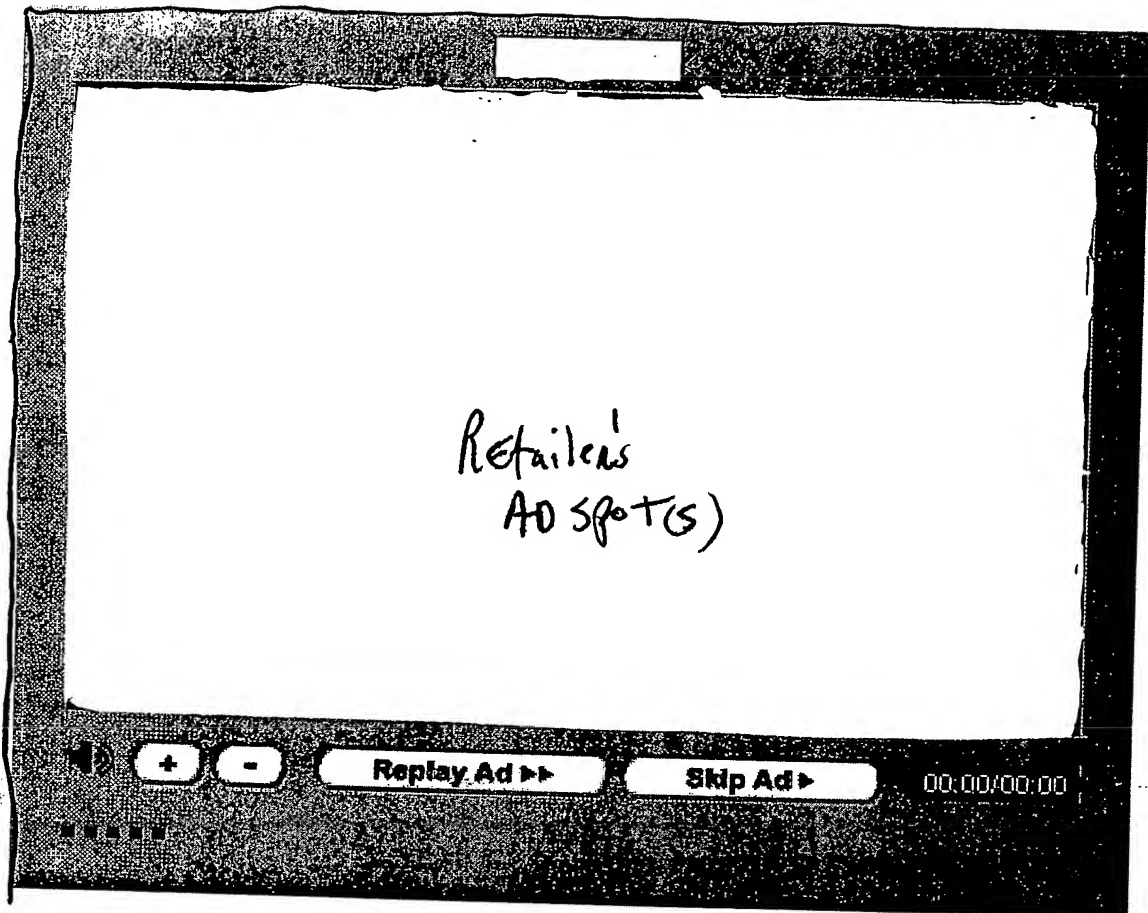


FIG. 50P1



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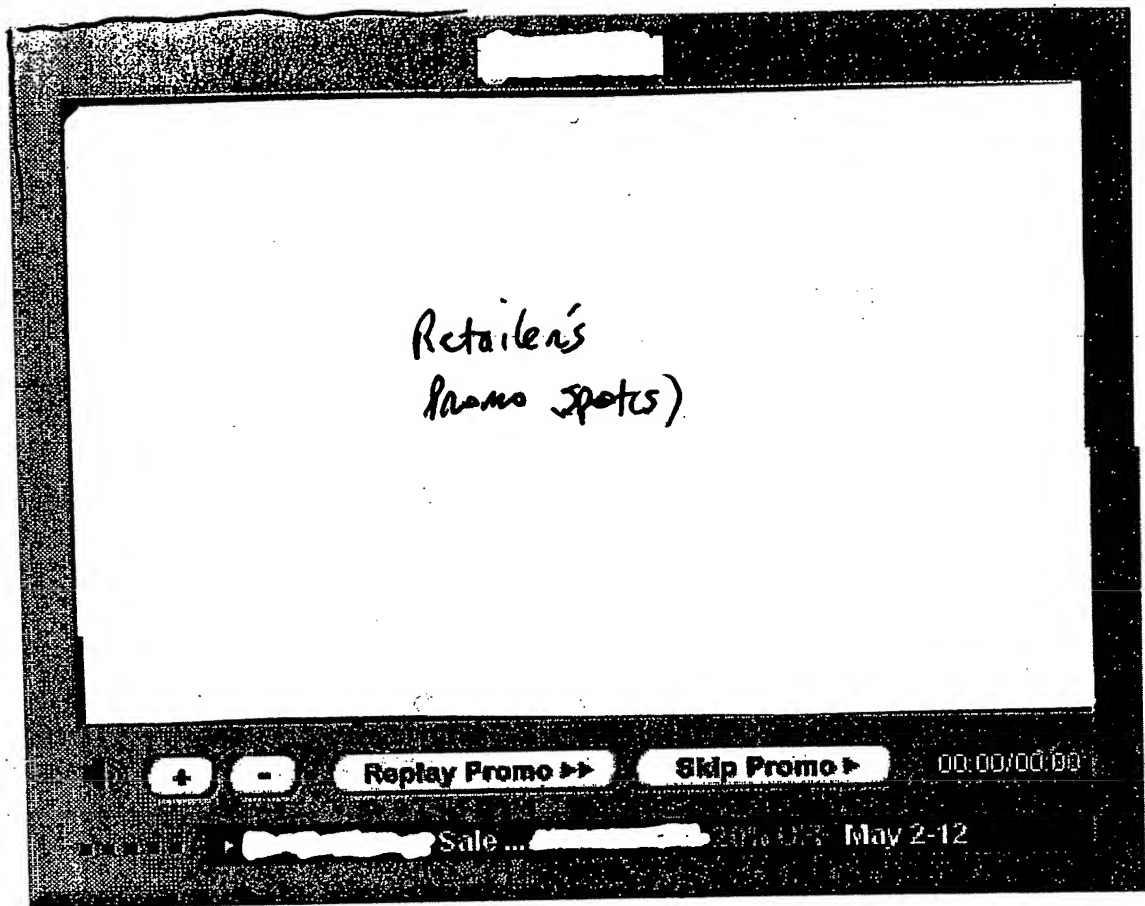


FIG. 50 P2

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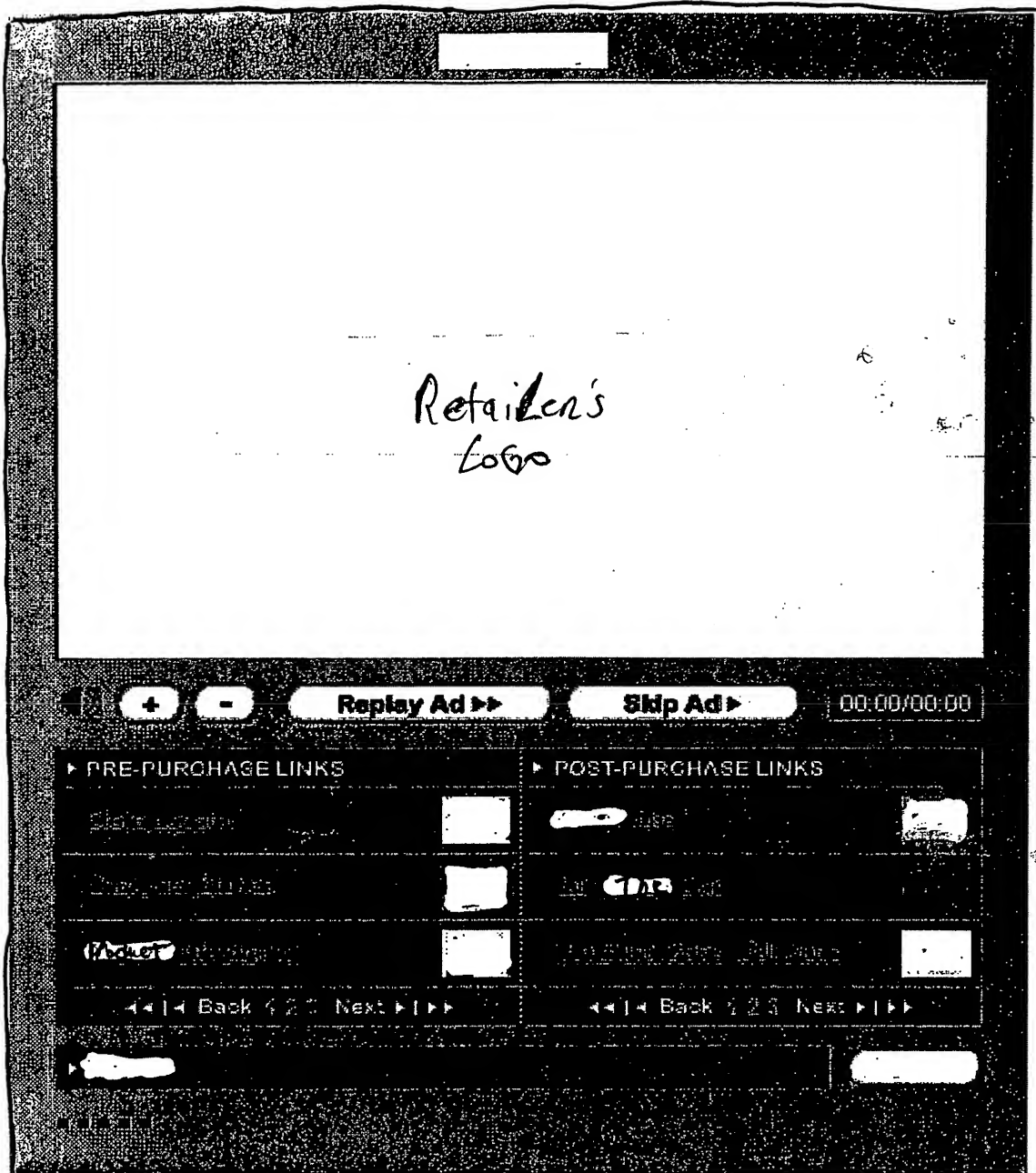


FIG. 50 P3

761/1046

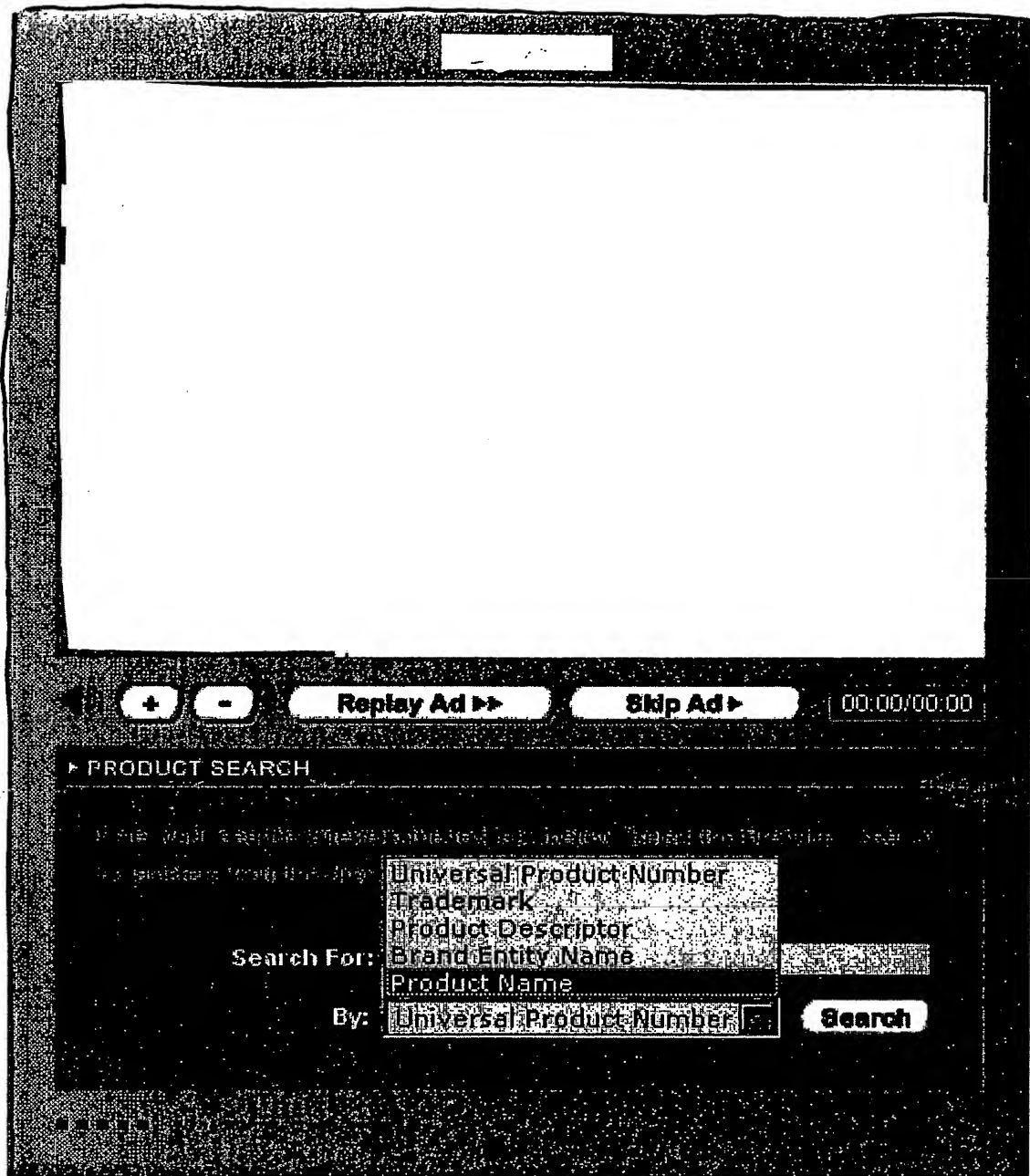


FIG. 50 A4

762/1046

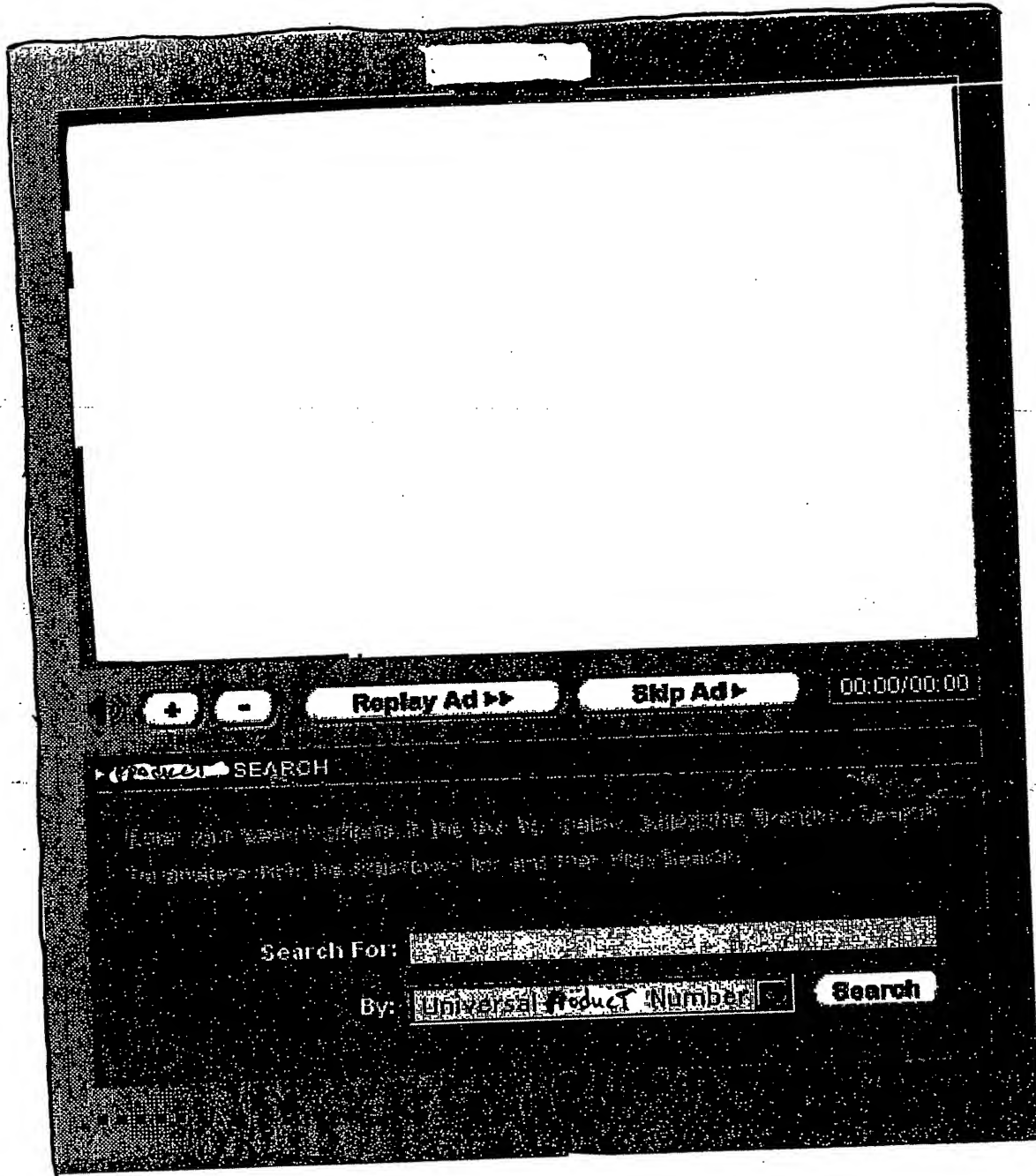


FIG. 50 P5

763/1046

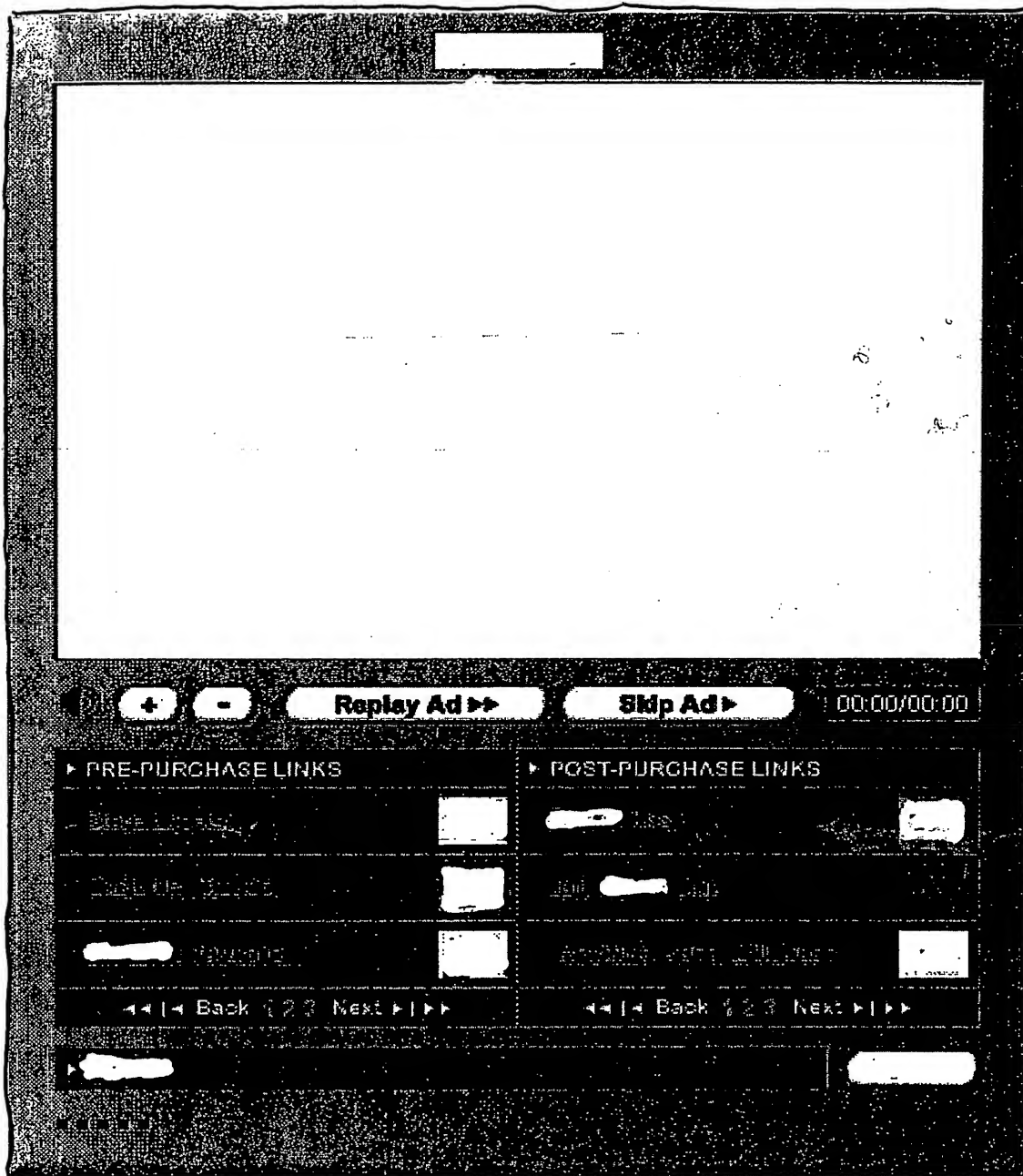


FIG. 50 P6



Install Industry-Specific Virtual Kiosk

Control Panel for Installing Industry-Specific Virtual Kiosks

### Standard Demonstration Mode

Control Panel for Installing Industry-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

764/1046

FIG. 50Q



Install Industry-Specific Virtual Kiosks

Control Panel for Installing Industry-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Industry-Specific Virtual Kiosks are available for installation. Select the Industry-Specific Virtual Kiosks you wish to install by checking the install checkbox. -- for everyone

If there are Industry-Specific Virtual Kiosks available for more than one Industrialist, then the Industry-Specific Virtual Kiosks shall be sorted by Industrialist name. Click "A" to view Industry-Specific Virtual Kiosks from Industrialists beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Industry-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Industry-Specific Virtual Kiosks associated with a particular Industrialist. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

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Industrialist Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Industrialist Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

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FIG. 50 R1

Search Next



Install Industry-Specific Virtual Kiosks

Control Panel for Installing Industry-Specific Virtual Kiosks

[Search for Vendor](#)

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Industry-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name



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[Back](#) [Next](#)

FIG-50R2





Install Industry-Specific Virtual Kiosks

Home | Virtual Kiosks | Product Information | Download Virtual Kiosk Tag

Control Panel for installing Industry-Specific Virtual Kiosks

## Standard Demonstration Mode

Select Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Industry-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Industry-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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FIG 50R3

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[http://www.brandkeysystems.com/bk\\_deliver/m-install/industry-3.htm](http://www.brandkeysystems.com/bk_deliver/m-install/industry-3.htm)

[file:///E:/www/brandkey/bk\\_deliver/TFMP9K0/besff.htm](file:///E:/www/brandkey/bk_deliver/TFMP9K0/besff.htm)





Install Industry-Specific Virtual Kiosks

Select Virtual Kiosks License Agreement Virtual Kiosk Information Download Virtual Kiosk Tag

Control Panel for Installing Industry-Specific Virtual Kiosks

## Standard Demonstration Mode

### Update Installation Location Information

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following information is required before you can download the installation files for the Industry-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Industry-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g: www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

 United States

Purpose of Installation:

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FIG. 50R5

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Install Industry-Specific Virtual Kiosks

Select Virtual Kiosk(s) to Install. To learn more, click on the information icon. Download Virtual Kiosk(s)

Downloaded Virtual Kiosk(s) Tags

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

The setup files for the selected Industry-Specific Virtual Kiosk(s) have been prepared. You have selected Industry-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Tags
HTML-Embedded Document	X	Download Tags
HTML-Encoded Image	✓	Download Tags
HTML-Encoded Desktop Icon	✓	Download Tags

770/1046

FIG. 50R6

771:046

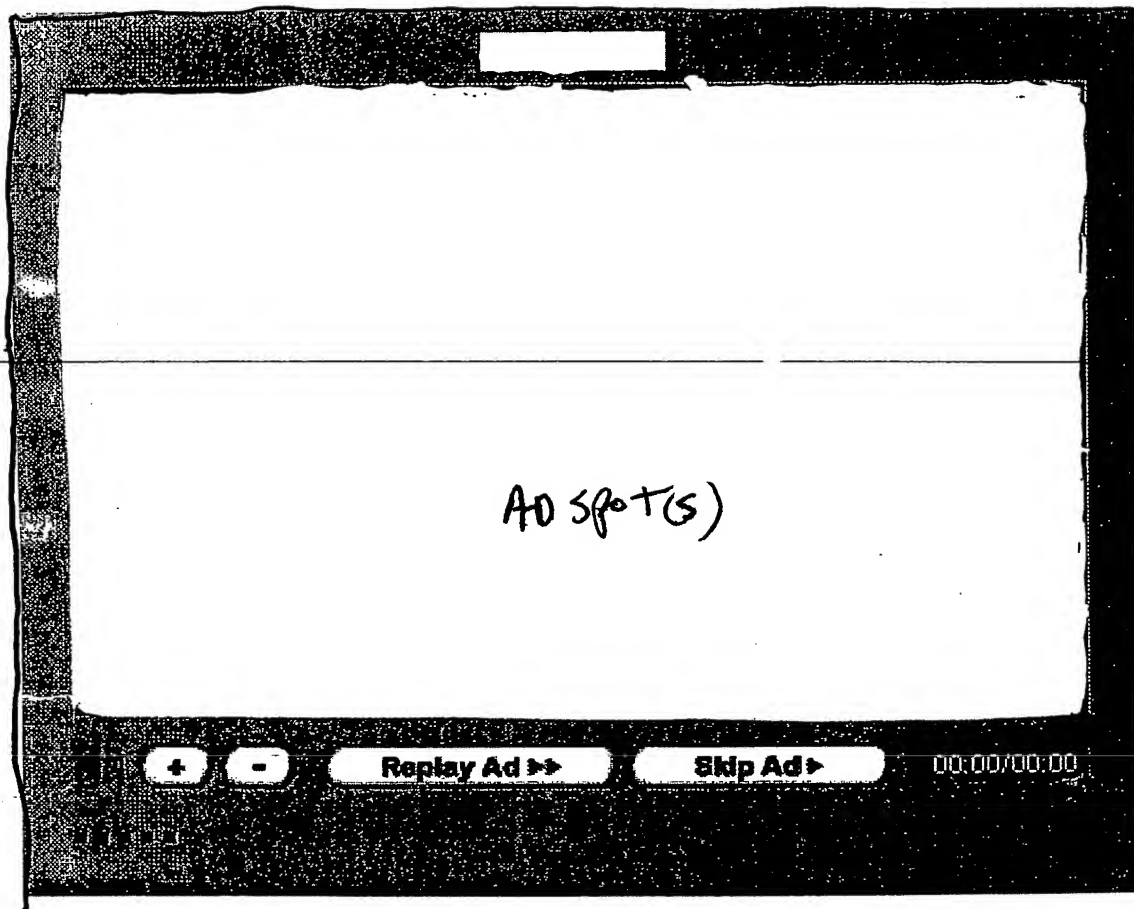


FIG. 50S1

772/1046

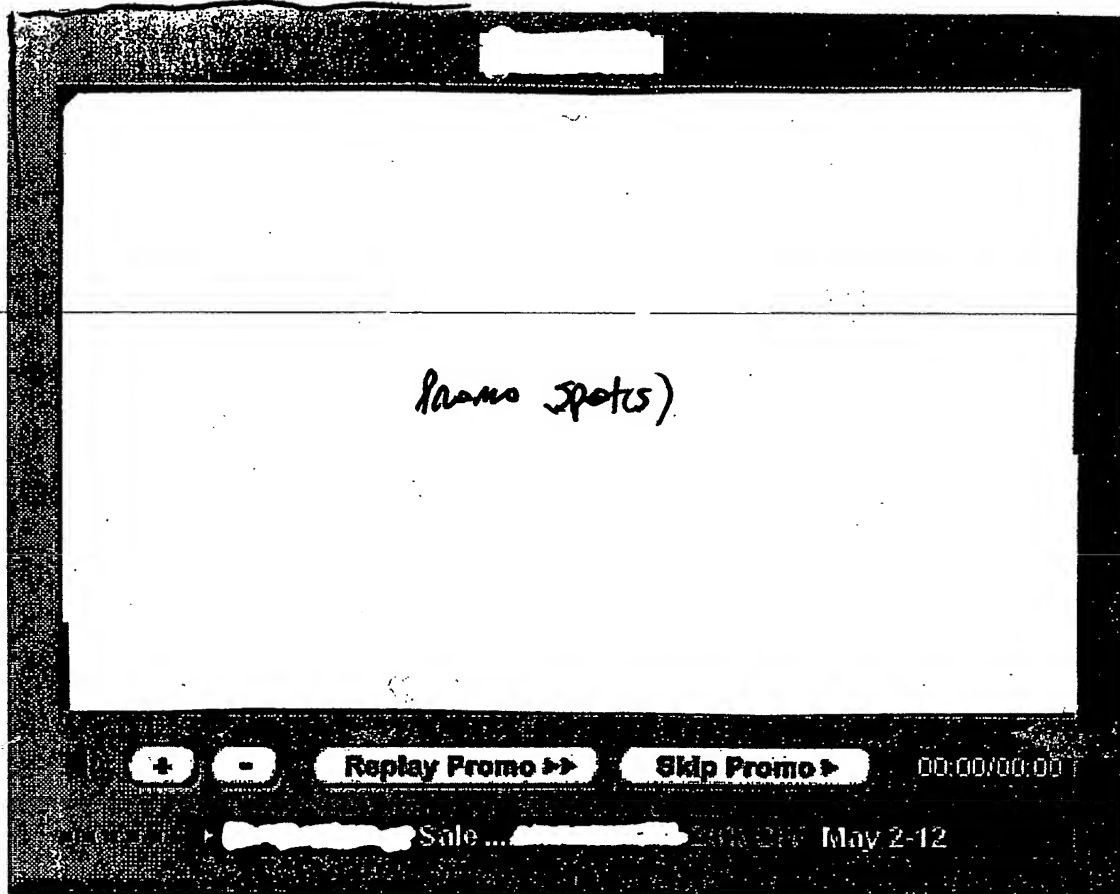


FIG. 5052

773/1046

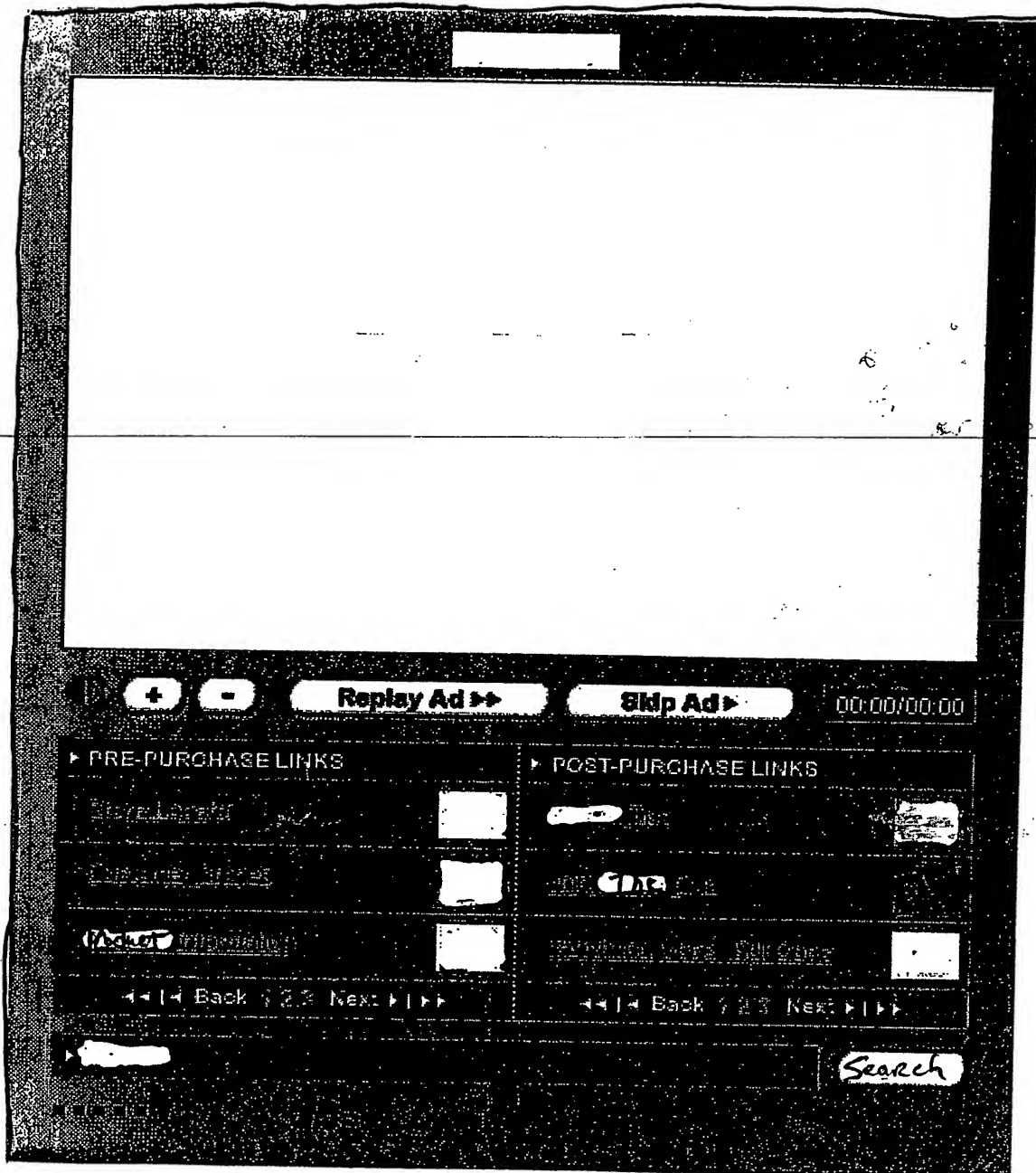


FIG. 50 S3

774/1040

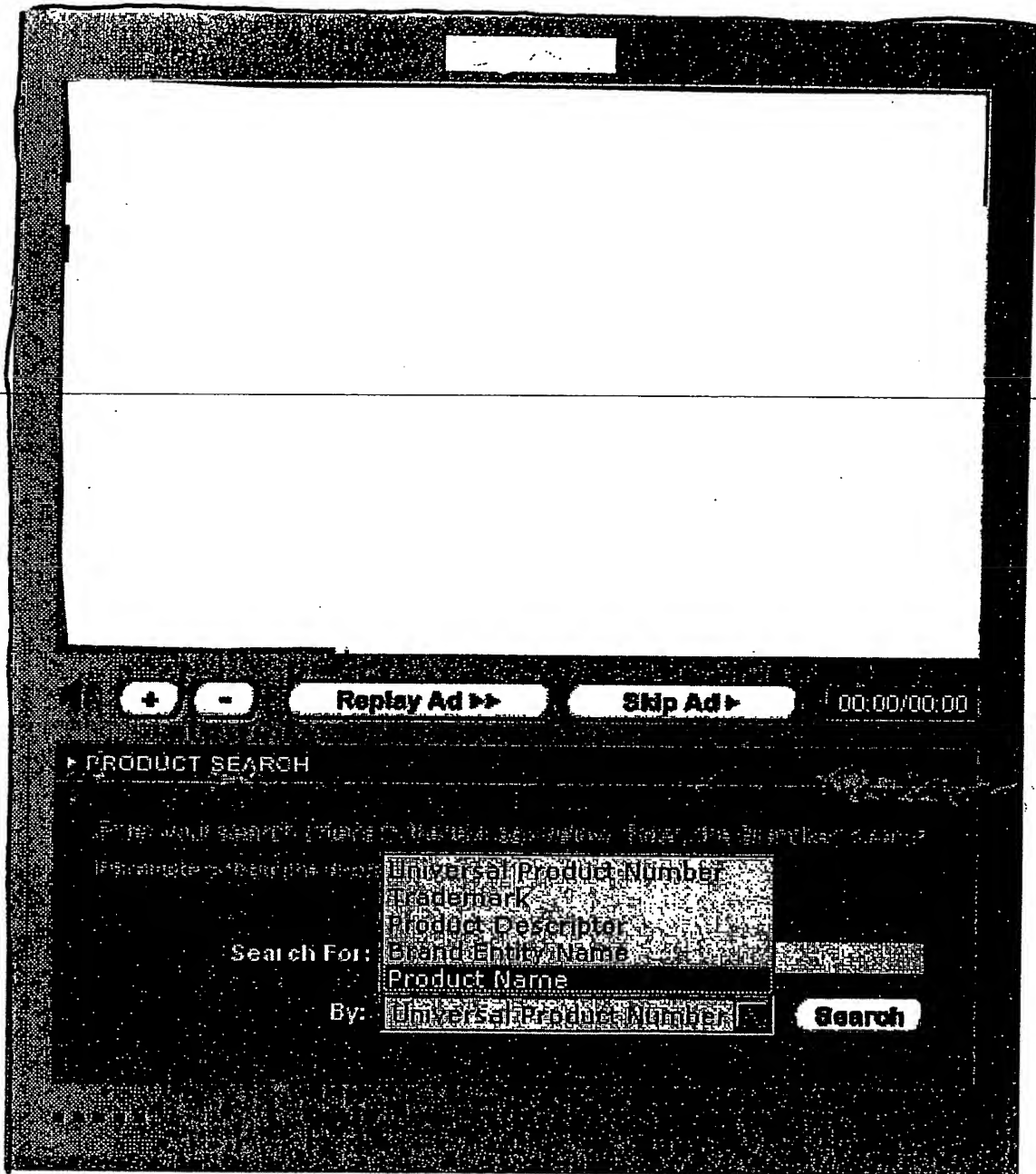


FIG. 50 SH



775/1046

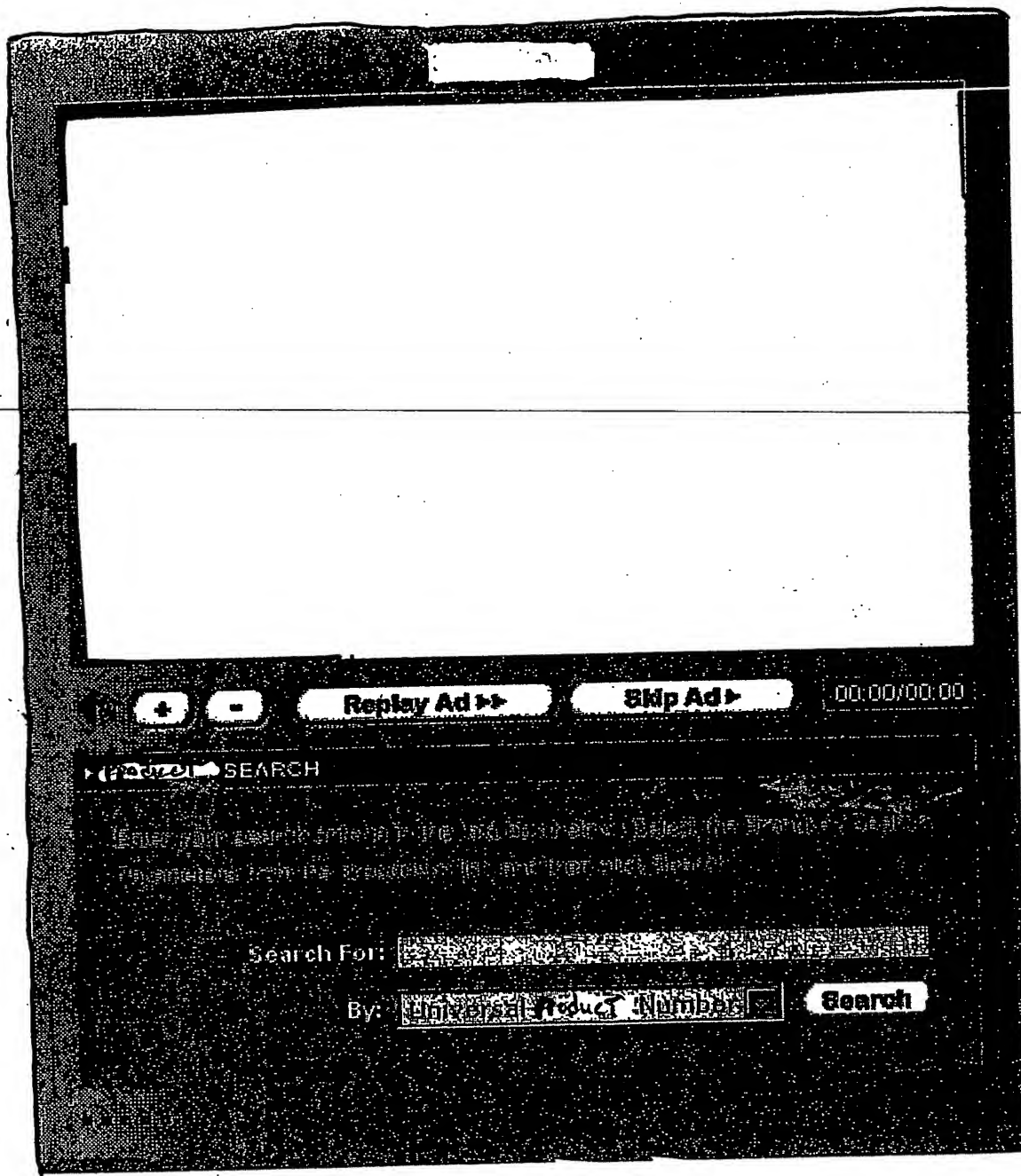


FIG. 50 S5

776/1046

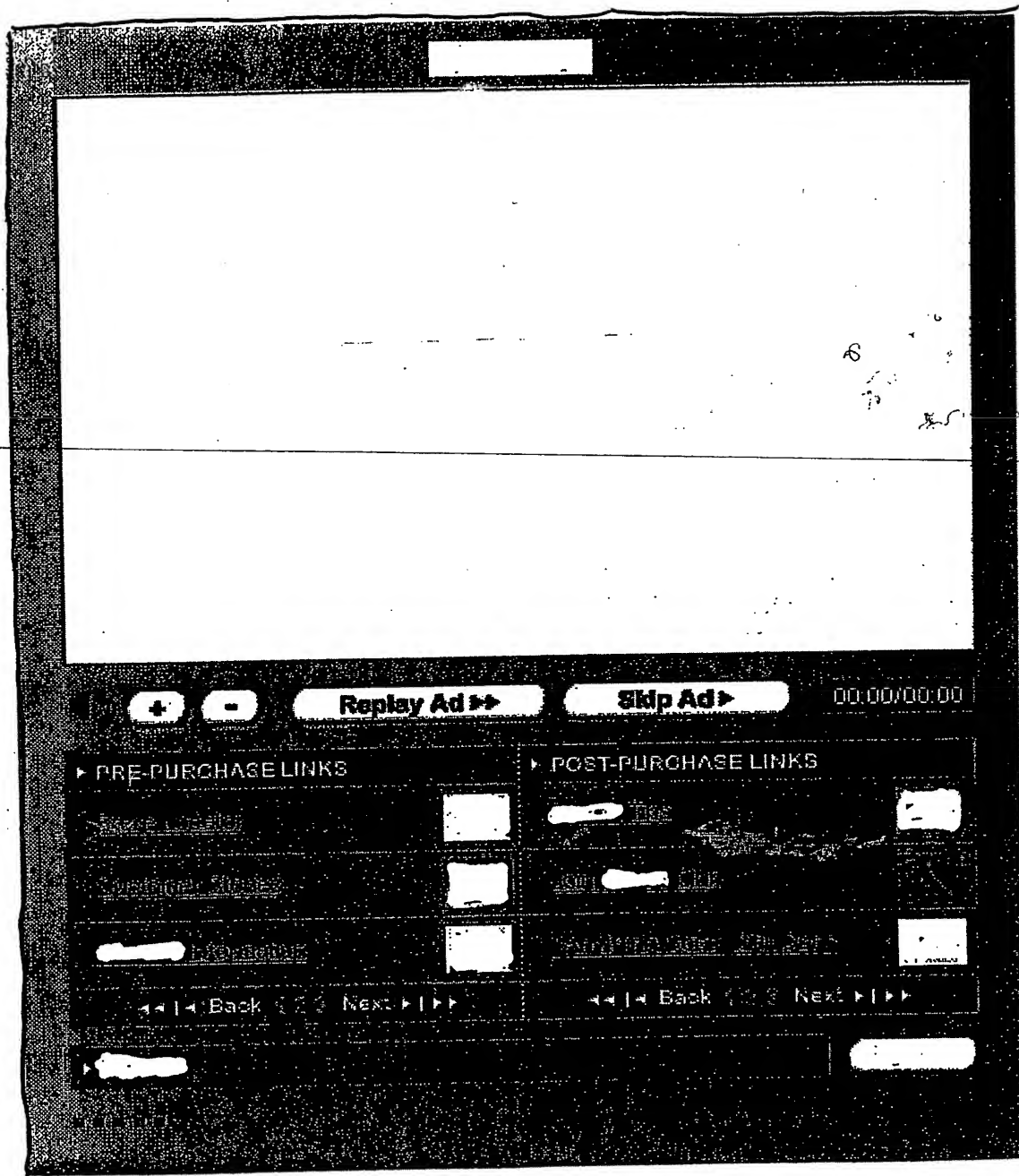


FIG. 5056



Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

777/1046

FIG. 507



Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

## Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Corporate-Specific Virtual Kiosks are available for Installation. Select the Corporate-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Corporate-Specific Virtual Kiosks available for more than one Vendor, then the Corporate-Specific Virtual Kiosks shall be sorted by Vendor name. Click 'A' to view Corporate-Specific Virtual Kiosks from Vendors beginning with the letter 'A', etc. -- for only consumers

Click Next to install the selected Corporate-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Corporate-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 1 1 2 3 4 5 6 7 8 9 10

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Vendor Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

FIG. 5041





Install Corporate-Specific Virtual Kiosks

Search for Vendor | Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith |

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Corporate-Specific Virtual Kiosks you wish to Install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name



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Standard Demonstration Mode



FIG 5042



Install Corporate-Specific Virtual Kiosks

Search Virtual Kiosks | Estimate Agreements | Virtual Kiosk Subsystem Information | Download Virtual Kiosk Tag

Control Panel for Installing Corporate Specific Virtual Kiosks

## Standard Demonstration Mode

Select a Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

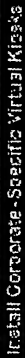
The following Vendors matched your search criteria and have Corporate-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Corporate-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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FIG. 50U3  
[http://www.brandkeysystems.com/bk\\_deliver/m\\_install\\_corporate-3.html](http://www.brandkeysystems.com/bk_deliver/m_install_corporate-3.html)





[Select Virtual Kiosks](#) | [Change Agreement](#) | [Gamification/Libration Information](#) | [Download Virtual Kiosk Tool](#)

Corporate Spending Virtual Stock Presentation Exceeds Expectations

## Standard Demonstration Mode

**Client Account: DISNEY**

Client Account No: 7145001

**User Name: John Smith**

[illegible]

781/1046

Back Agree

Back Agree

FIG. 5044



Install Corporate-Specific Virtual Kiosks

Select Virtual Kiosks | Estimate Agent Account | Download Virtual Kiosk Tool

Control Panel for Installing Corporate-Specific Virtual Kiosks

### Standard Demonstration Mode

#### Update Installation Location Information

<input type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
---	---	--

The following information is required before you can download the installation files for the Corporate-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Corporate-Specific Virtual Kiosks for your needs.

User Name:	<input type="text"/>
Installation Domain:	<input type="text"/> (e.g. www.virtualkiosklaunchsite.com)
Physical Location:	<input type="text"/>
City:	<input type="text"/>
State:	-- Select One --
Zip/Postal Code:	<input type="text"/>
Country:	United States
Purpose of Installation:	<div></div>

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Back Next

FIG. 5045





Install Corporate-Specific Virtual Kiosks

Select Virtual Kiosk | Select Agreement | Installation | Corporate Information | Download Virtual Kiosk Tags

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The setup files for the selected Corporate-Specific Virtual Kiosk(s) have been prepared. You have selected corporate-specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment Selected

HTML-Embedded Default Logo

Download Tags

✓

HTML-Embedded Document

Download Tags

X

HTML-Encoded Image

Download Tags

✓

HTML-Encoded Desktop Icon

Download Tags

✓

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FIG. 5046

704/1046

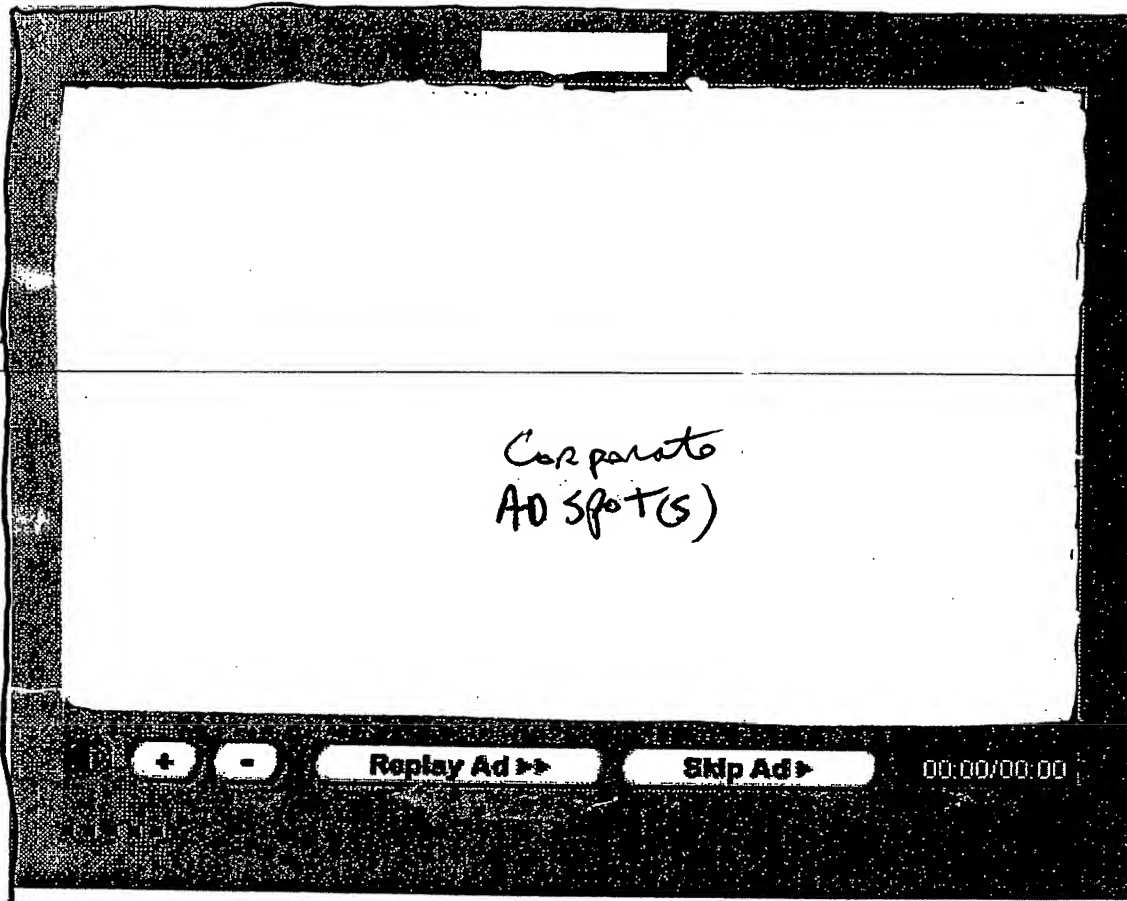


FIG. 50 VI

705/1046

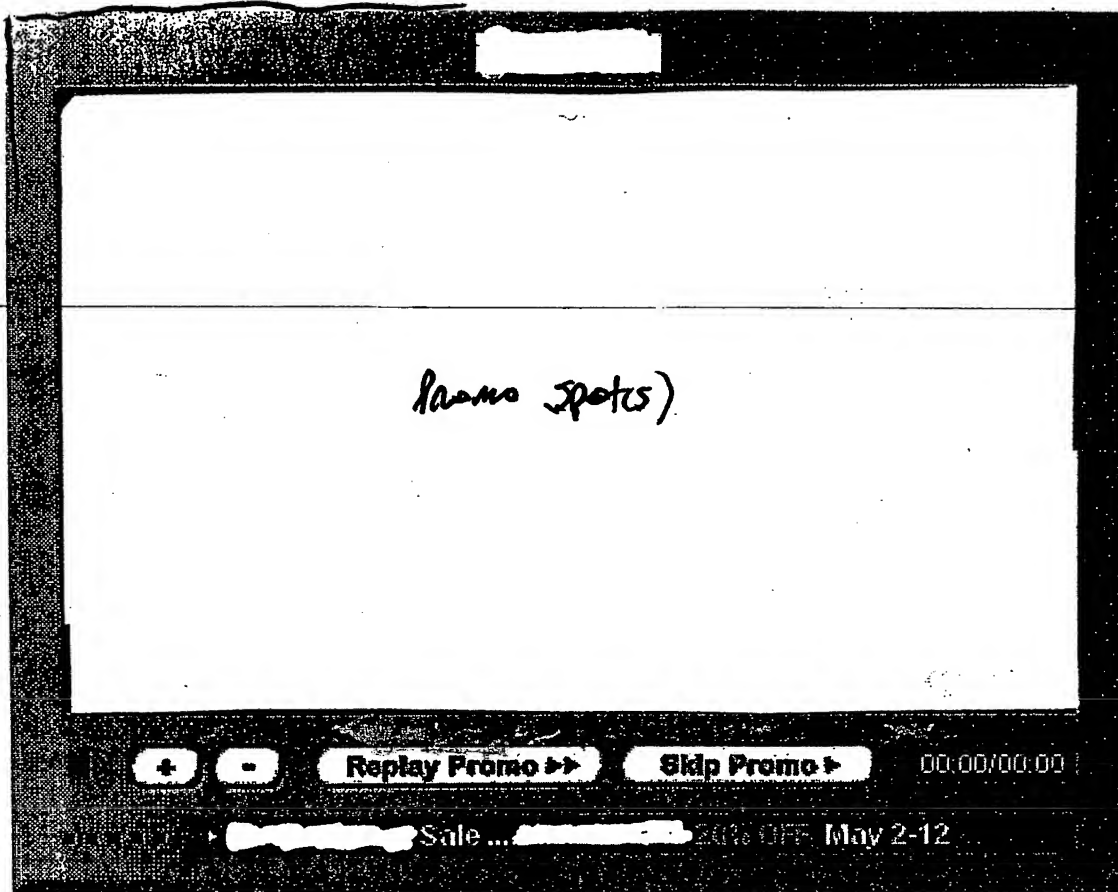


FIG. 50 V2

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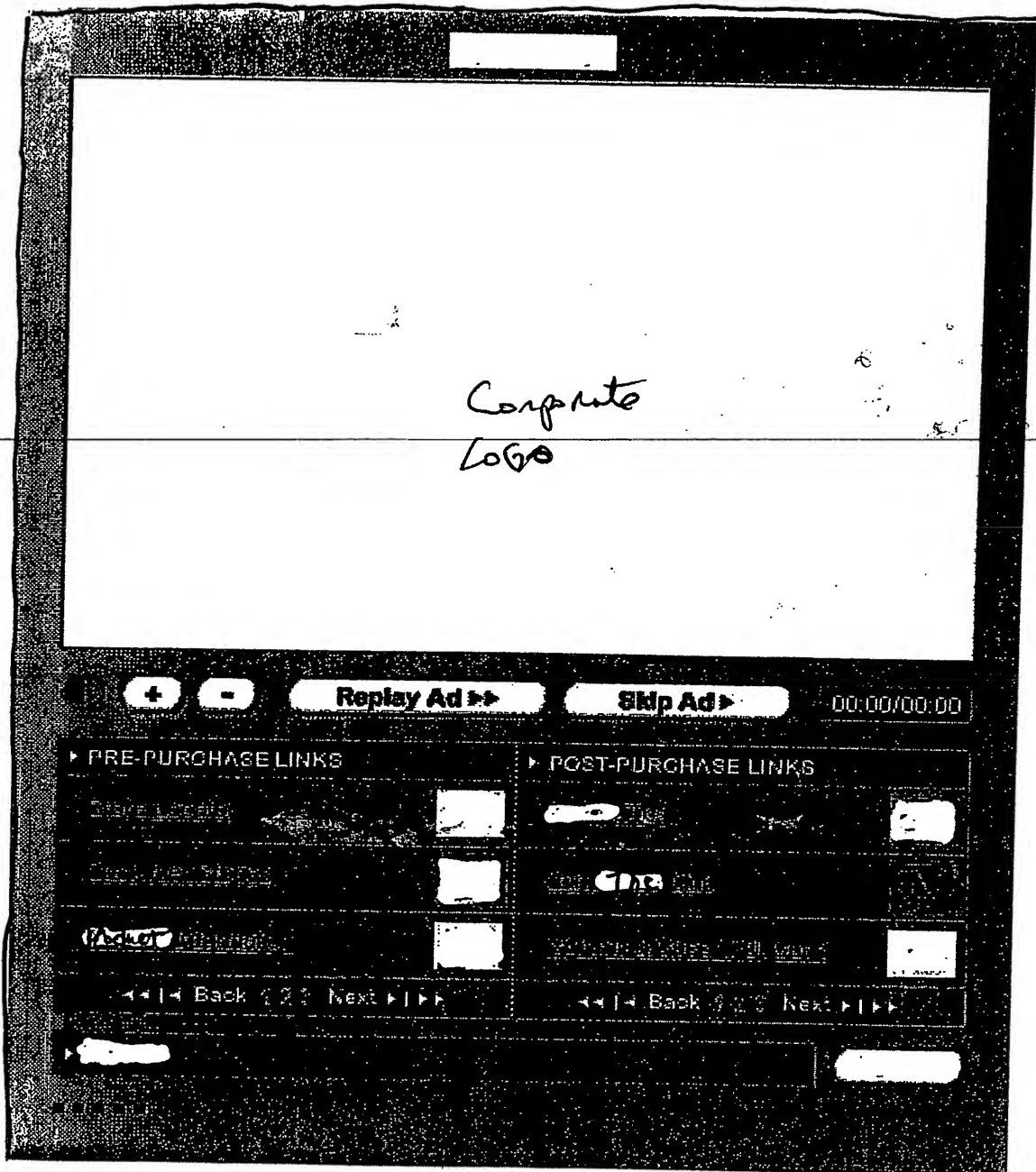


FIG. 50 V3

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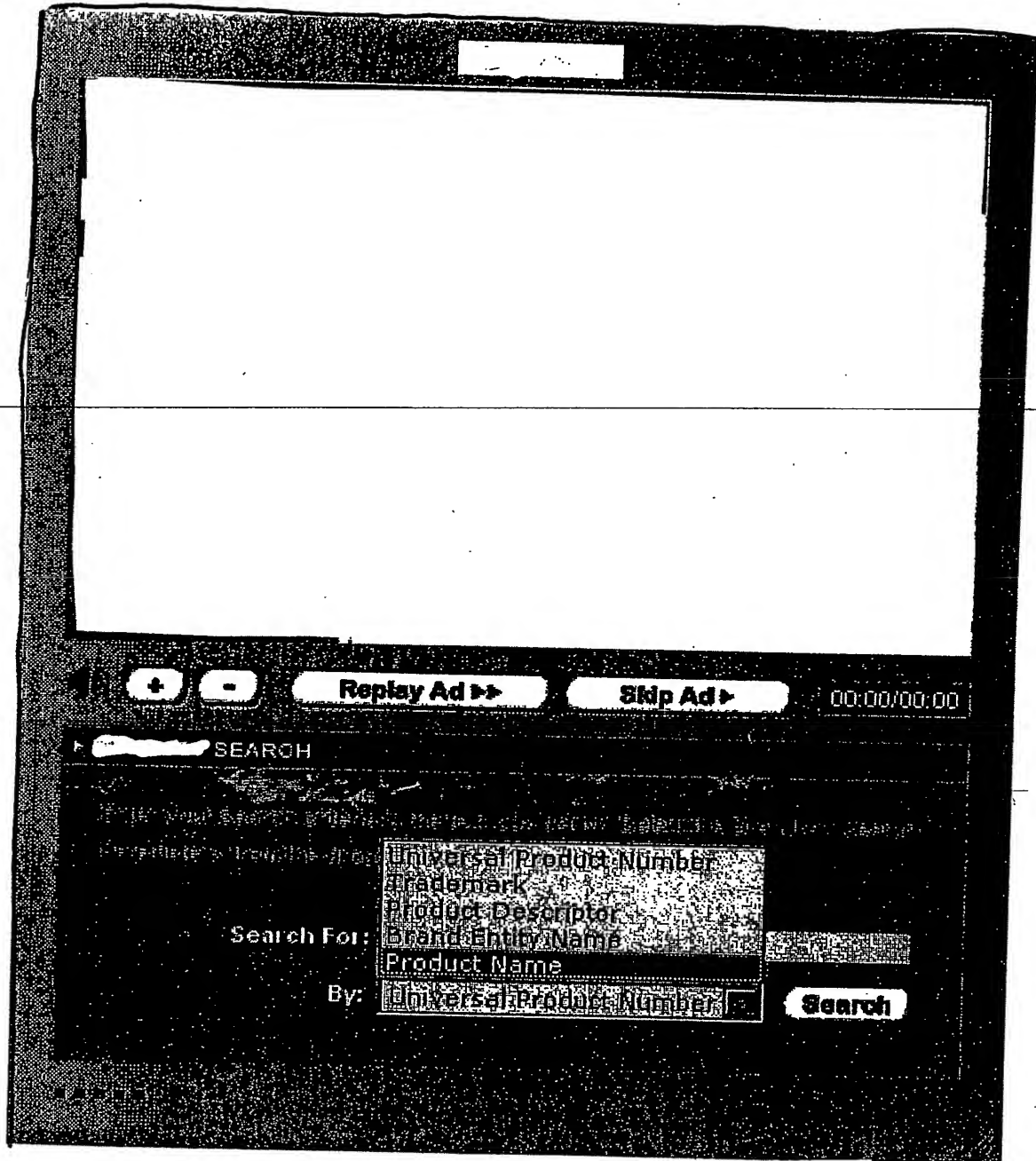


FIG. 50 V4

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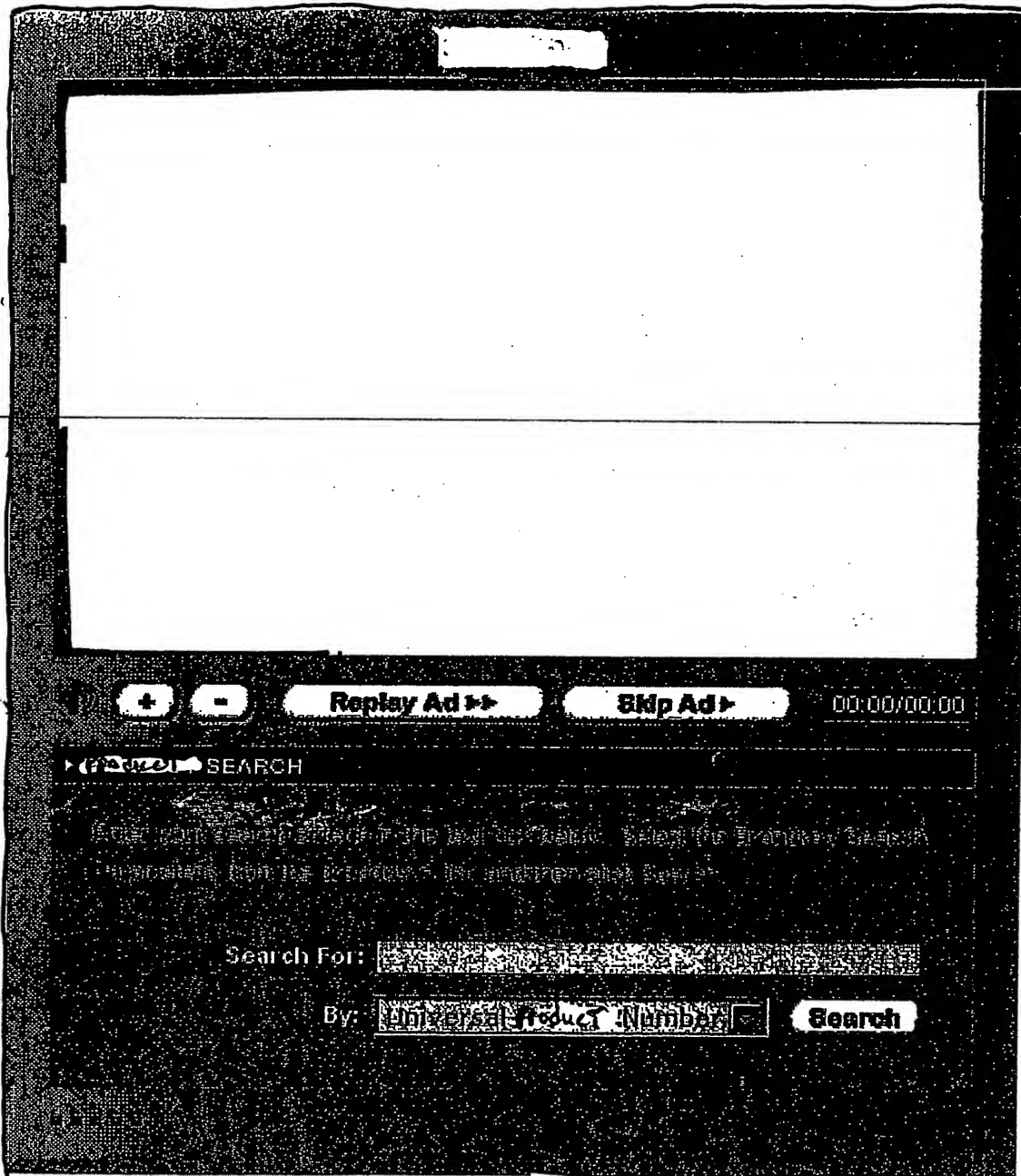


FIG. 50 V5

709/104b

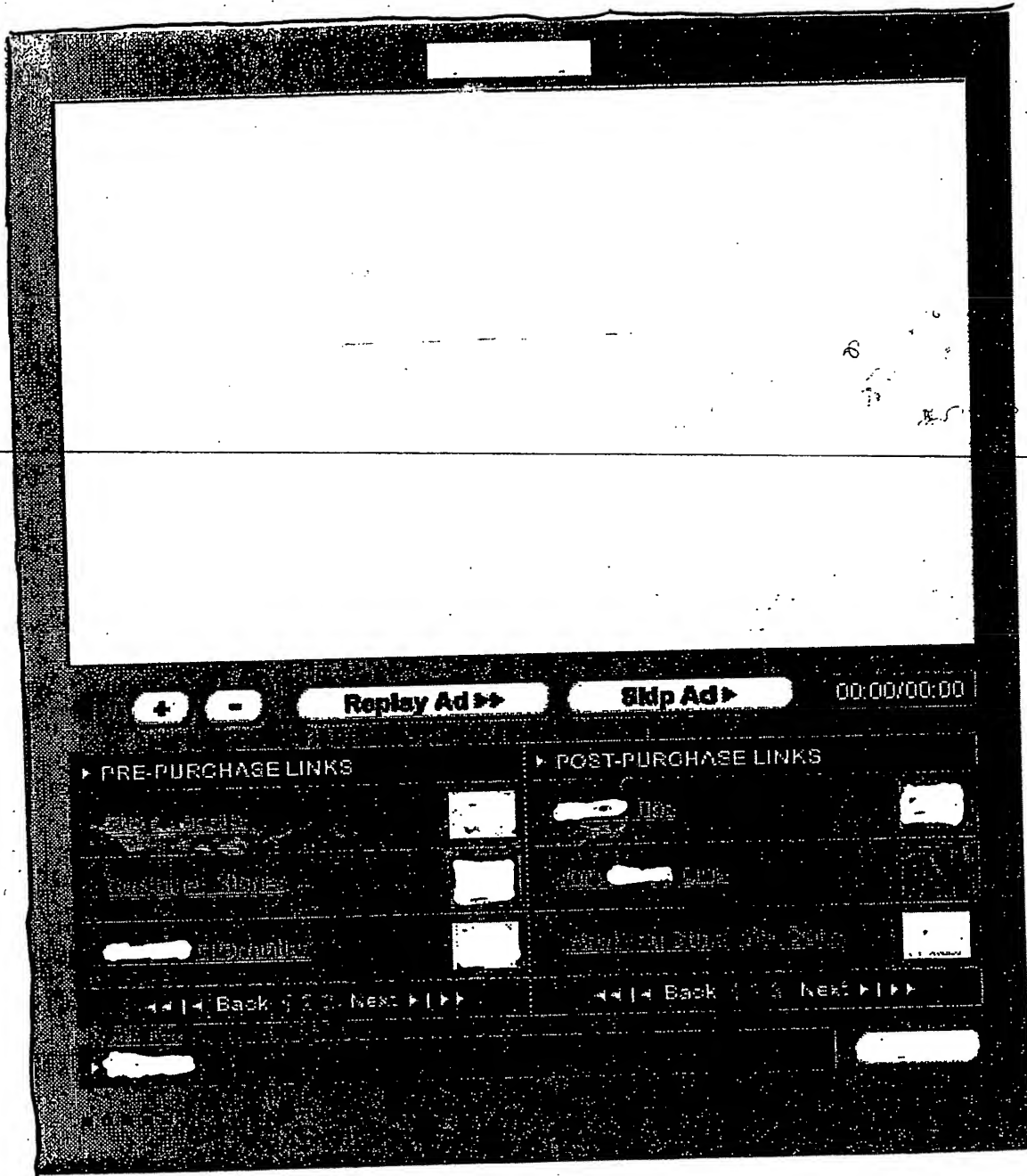



FIG. 50 V6

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6/6/2003



Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

**Advertise**

Tutorials

Brandkey Advertise

**Branded Products and Services**

Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.


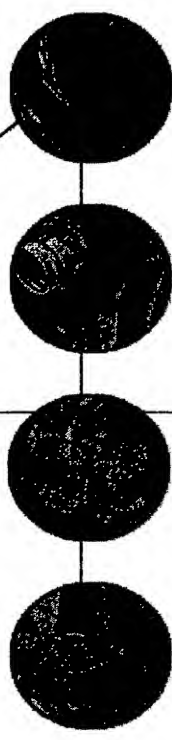





FIG. 51A

[http://www.brandkeysystems.com/bk\\_advertise/index\\_advertise.html](http://www.brandkeysystems.com/bk_advertise/index_advertise.html)



FIG. 51B1

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**Brandkey™**  
.....advertise

Brandkey systems  
Brandkey Advertise Subsystem Benefits  
• Launch Control Panel for Managing Advertising Campaigns

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Advertise Subsystem Benefits  
Virtual Kiosk Advertising Campaign Management Suite - Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: D.156

FIG. 51 C1



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Control Panel for Managing Advertising Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51C2



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Directory Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51D1



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Select Advertising Directory Type

☒ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Generate.

- ☒ General Advertising Directory  
☐ Brand-Specific Advertising Directory

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Next

FIG-51-DZ



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

### Select Virtual Kiosk Types

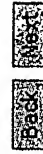
[ Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith ]

Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Advertising Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks

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FIG. 51D3



<http://www.brandkeysystems.com/bk-advertise/m-advertising-directory-general-1.htm/>

[file:///F:/www.brandkey/bk\\_advertise/HTML/PC5a0qesis4.htm](file:///F:/www.brandkey/bk_advertise/HTML/PC5a0qesis4.htm)

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Directory Management

Campaign Management

Ad Spec Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Name the General Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the General Virtual Kiosk Advertising Directory you wish to Generate.

Name Directory:

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Next

FIG. 51-D4



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

[Generate the General Virtual Kiosk Advertising Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the General Virtual Kiosk Advertising Directory.

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[Back](#) [Generate Directory](#)

FIG. 51D5





Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

The General Virtual Kiosk Advertising Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

## General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression

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Download PDF copy of the General Virtual Kiosk Advertising Directory



FIG. 5106

http://www.brandkeysystems.com/bk\_advertise/m\_advertising-directory-general-4.html

5/8/2003



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

## Standard Demonstration Mode

[Search for Brand Entities](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Advertising Directory. You may search by Trademark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



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FIG. 51D7

[Back](#) [Search](#)

<http://www.brandkeysystems.com/bk-advertise/m-advertising-directory-brand-1.html>

[file:///C:/www/brandkey/bk\\_advertise/MPd2q33esjah.htm](file:///C:/www/brandkey/bk_advertise/MPd2q33esjah.htm)

5/12/2003



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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Back Next

FIG 51D8



Directory Management

Campaign Management

Ad-Spec Management

Control Panel for Managing Advertising Campaigns

General Advertising Directory

## Standard Demonstration Mode

### Select Virtual Kiosk Types

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General-Type Virtual Kiosk Advertising Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 51D9

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Directory Management

Campaign Management

Ac-Spec Management

Control Panel for Managing Advertising Campaigns

Content Management / Modify Advertising Directory

## Standard Demonstration Mode

Name: The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Advertising Directory you wish to Generate.

Name Directory:

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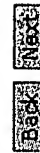


FIG. 51D10



Directory Management

Campaign Management

Ad-Spec Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Generate The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Advertising Directory.

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Back Generate Directory

FIG. 51D11



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spec Management

Custom Advertising Directory

Media Advertising Directory

# Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Brand-Specific Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory

Download

FIG. 51.D12



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

### Select Advertising Directory Type

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Modify.

- ☒ General Advertising Directory
- ☐ Brand-Specific Advertising Directory

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FIG. 51D13





Directory Management

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Select General Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the General Advertising Directory you wish to modify.

General Advertising Directory

Advertising Directory 1

Advertising Directory 2

Advertising Directory 3

Advertising Directory 4

Advertising Directory 5

Date Created

01/20/2003

02/04/2003

03/25/2003

04/01/2003

05/14/2003

Back 1 2 3 4 5 Next

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FIG. 51D14



[http://www.brandkeysystems.com/bk\\_advertise/m\\_advertising-directory-modify.htm](http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-modify.htm)

[http://www.brandkeybk\\_advertise/TMP/tztoiesj05.htm](http://www.brandkeybk_advertise/TMP/tztoiesj05.htm)

5/12/2003



Directory Management

General Advertising Directory

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

### Select Virtual Kiosk Type

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Advertising Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks

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FIG. 5.1 D15

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Directory Management

General Advertising Directory

Campaign Management

Media Advertising Directory

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Name the General Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this General Advertising Directory.

Directory Name: Advertising Directory 1

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FIG. 51D16



Directory Management

General Advertising Directory

Campaign Management

Ad-Space Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Modify Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

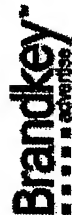
Please click the Modify button to modify the selected General Advertising Directory.

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Modify Directory

FIG. 51:D17



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

# Standard Demonstration Mode

Download Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

Back 1 2 3 4 5 Next

Download

Download PDF copy of the selected General Advertising Directory

FIG. 51.D18



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

General Advertising Directory

Select Brand-Specific Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

# Standard Demonstration Mode

Select the Brand-Specific Advertising Directory you wish to modify.

## Brand-Specific Advertising Directory

[Advertising Directory.1](#)

[Advertising Directory.2](#)

[Advertising Directory.3](#)

[Advertising Directory.4](#)

[Advertising Directory.5](#)

## Date Created

01/20/2003

02/04/2003

03/25/2003

04/01/2003

05/14/2003

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FIG. 50D19



[http://www.brandkeysystems.com/bk\\_advertise/m\\_advertising-directory-m-brand-1.html](http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-m-brand-1.html)

[file:///www.brandkey/bk\\_advertise/IMPdtk7feskmg.htm](file:///www.brandkey/bk_advertise/IMPdtk7feskmg.htm)

5/12/2003



Control Panel for Managing Advertising Campaigns

Directory Management

Generate Advertising Directory

Product Specific Advertising Directory

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

## Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected the following Brand Entities for the Brand-Specific Advertising Directory. To remove a Brand Entity simply uncheck its selected checkbox. Click Next to specify the Virtual Kiosk types for the Brand-Specific Advertising Directory. Click Add Brands to select more Brand Entities to add to the Brand-Specific Advertising Directory.

Brand Entity	Brand Entity Owner	Trademark/Serviceemark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

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[Back](#)
[1](#)
[2](#)
[3](#)
[4](#)
[5](#)
[Next](#)

[Back](#)
[Add Brands](#)
[Next](#)

FIG. 51D20



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

Product Advertising Directory

## Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Advertising Directory. You may search by Trademark, Servicemark, Product Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



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Back Search

FIG. 51D21





Control Panel for Managing Advertising Campaigns

Ad-Spot Management

Campaign Management

Directory Management

Content Advertising Directory Modify Advertising Directory

# Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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FIG. 51D22

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Directory Management

Campaign Management

Ad-Spec Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Advertising Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 51.D23



Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Name: The Brand Specific Virtual Keyword Advertising Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may change the Name assigned to this Brand-Specific Advertising Directory.

Directory Name:

Standard Demonstration Mode

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FIG. 51D24



Directory Management

Generate Advertising Directory

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Generate The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Advertising Directory.

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Modify Directory

FIG. 51.D25



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

Media Advertising Directory

# Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Brand-Specific Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory



FIG. 51D26



Directory Management

Register Campaign

Modify Campaign

Pause/Stop Campaign

Control Campaign

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Campaign Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51E1



Directory Management

Campaign Management

Ad-Spot Management

Register Campaign Modify Campaign Edit Campaign Monitor Campaign

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Input Virtual Kiosk Advertising Campaign Basic Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Information below in order to Register the new Virtual Kiosk Advertising Campaign.

Name of Virtual Kiosk Advertising Campaign:

Virtual Kiosk Advertising Campaign Registration Number:

Campaign Start Date:

Campaign End Date:

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Text

FIG. 51E2



Control Panel for Managing Advertising Campaigns

Directory Management	Campaign Management	Ad-Spot Management
Register Campaign	Modify Campaign	Monitor Campaign

## Standard Demonstration Mode

Select the Virtual Kiosk Advertiser Directory Type:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please select which Type of Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

- ☐ General Virtual Kiosk Advertising Directory
- ☐ Brand-Specific Virtual Kiosk Advertising Directory

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FIG. 51E3





Directory Management

Campaign Management

Ad-Space Management

Control Panel for Managing Advertising Campaigns

Register Campaign Modify Campaign Edit Stop Campaign Monitor Campaign

## Select Virtual Kiosk Advertising Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

## Standard Demonstration Mode

Please select the General Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

### General Virtual Kiosk Directory Name

General Virtual Kiosk Directory Name	Date Created
<u>Trek® Cycles 2002</u>	09/06/02
<u>Jaz® Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Trek® Cycles 2002</u>	11/03/02
<u>Jaz® Discs 2002</u>	09/06/02

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Please select the Brand-Specific Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

### Brand-Specific Virtual Kiosk Directory Name

Brand-Specific Virtual Kiosk Directory Name	Date Created
<u>Trek® Cycles 2002</u>	09/06/02
<u>Jaz® Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Trek® Cycles 2002</u>	11/03/02
<u>Jaz® Discs 2002</u>	06/10/02

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FIG. 5.1E4



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Central Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Advertising Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Advertising Campaign.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Code	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trek® Cycles 2002	090987-098	Type goes here	http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Miami, FL	<input type="checkbox"/>
Trek® Cycles 2002	090987-098	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

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Register Campaign

FIG. 51E5

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Control Panel for Managing Advertising Campaigns

[Directory Management](#)
[Campaign Management](#)
[Ad-Spot Management](#)

## Standard Demonstration Mode

[Select Virtual Kiosk Advertising Campaign](#)

☐ Client Account: DISNEY
 ☐ Client Account No: 7145001
 ☐ User Name: John Smith

Select the Virtual Kiosk Advertising Campaign you wish to Modify by clicking on its Name.

Advertising Campaign Name	Date of Advertising Campaign Registration	Advertising Campaign Registration Number	Advertising Campaign Status
<a href="#">Virtual Kiosk Ad</a>	02-03-02	Virtual Kiosk Number	Running
<a href="#">Virtual Kiosk Ad</a>	02-03-02	Virtual Kiosk Number	Running
<a href="#">Virtual Kiosk Ad</a>	02-03-02	Virtual Kiosk Number	Expired
<a href="#">Virtual Kiosk Ad</a>	02-03-02	Virtual Kiosk Number	Stopped
<a href="#">Virtual Kiosk Ad</a>	02-03-02	Virtual Kiosk Number	Stopped

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FIG. 51E6

**Brandkey**  
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Register Campaign Modify Campaign Run/Stop Campaign Monitor Campaign

## Standard Demonstration Mode

Modify the Virtual Kiosk Advertising Campaign

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

You may Modify the Virtual Kiosk Advertising Campaign by Adding or Removing Virtual Kiosks from the Campaign.

## Master Data Record for Virtual Kiosk Advertising Campaign

 Name of Advertising Campaign      Date of Advertising Campaign Registration      Advertising Campaign Registration Number  
 Trek® Cycles 2002      02-03-02      09890-0989

Virtual Kiosk Added to Campaign	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)	Ad Spot Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	90009060	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26
<input type="checkbox"/>	90009061	VS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#29, ASO#32
<input type="checkbox"/>	90009062	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26
<input type="checkbox"/>	90009063	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#29, ASO#32
<input type="checkbox"/>	90009064	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26

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Apply Exit

FIG. 51E7

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Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

### Run Virtual Kiosk Advertising Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Advertising Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Advertising Campaign button.

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Virtual Kiosk Advertising Campaign 3

Virtual Kiosk Advertising Campaign 4

Run

☐☐☐☐

Run Campaign

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### Stop Virtual Kiosk Advertising Campaigns

Select the Virtual Kiosk Advertising Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Advertising Campaign button.

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Stop

☐☐

FIG. 51E8

Virtual Kiosk Advertising Campaign 3

Virtual Kiosk Advertising Campaign 4



Stop Campaign

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FIG. 51E9



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Advertising Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Advertising Campaign you wish to Monitor by clicking on its Name.

Advertising Campaign Name	Date of Advertising Registration	Advertising Campaign Registration Number	Advertising Campaign Status
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Expired
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Stopped
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Stopped

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FIG. 51 E10



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Normal Virtual Kiosk Advertising Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may review the statistics compiled for the selected Virtual Kiosk Advertising Campaign.

Advertising Campaign Name:

Advertising Campaign Registration Number:

Advertising Campaign Registration's Date:

Advertising Campaign Status:

Total Number of Advertisements placed on Campaign's Virtual Kiosks:

Total Number of Advertisements Run on Campaign's Virtual Kiosks:

Total Number of Advertisement-Spot Interruptions on Retail-Specific Virtual Kiosks:

Total Number of Brand Information Networks Accessed by Consumers Responsive to Ad-Spots Run on Virtual Kiosks:

Ad campaign name

Registration Number

06/09/02

Running

5221

3521

275

679

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FIG. 51E11



**Brandkey™**  
.....  
advertise

Directory Management

Please Ad-Spot Order Modify Ad-Spot Order

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

Ad-Spot Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51F1



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Advertising Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Registered Virtual Kiosk Advertising Campaign on which you wish to place Advertising-Spot Orders.

Name of Virtual Kiosk Advertising Campaign

Trek@Cycles 2002

Jaz@Discs 2002

Gatorade USA 2002

Just Do It

Trek@Cycles 2002

Registration Number

09890-0989

09890-0995

09890-1001

09890-1025

09890-0989

Registration Date

02-03-02

02-03-02

02-03-02

02-03-02

02-03-02

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FIG. 50F2



Control Panel for Managing Advertising Campaigns

[Directory Management](#)
[Campaign Management](#)
[Ad-Spot Management](#)

## Standard Demonstration Mode

### Select Advertisements

Client Account: DISNEY
 Client Account No: 7145001
 User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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FIG. 51F3

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run. Click the Set Date button to set the Start Date on which the Advertisement will begin to run. Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
<a href="http://www.gatorade.com">http://www.gatorade.com</a>	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	Just Do It	Select Virtual Kiosks	01/02/02	10 X/hr
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

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FIG. 51F4

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Place Ad Spot Order Modify Ad Spot Order

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

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Select All Set

FIG. 51FS

**Brandkey**  
 .....  
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Online Modify Ad Spot Online

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All Set

FIG. 51F6

**Brandkey**  
 .....  
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

&lt;&lt; | &lt; Back 1 2 3 4 5 Next &gt; | &gt;&gt;

Selected All Set

FIG. 5.1 F7

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Control Panel for Managing Advertising Campaigns

[Directory Management](#) | 
 [Campaign Management](#) | 
 [Ad-Spot Management](#)

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

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[Select All](#) | 
 [Set](#)

FIG. 51 F8





Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management Ad Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices \$/impression	<input type="checkbox"/>	

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Select All Set

FIG. 51 F9



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

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Select All Set

FIG. 51 F10



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	<u>\$/impression</u>	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

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Selected Set

FIG. 51.F11



Control Panel for Managing Advertising Campaigns

Directory Management  
Place Ad Spot Order  
Modify Ad Spot Order

Campaign Management

Ad Spot Management

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 51 F12

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

Set Date

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Start Date on which the Advertisement will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

B43/1046

Set

FIG. 51 F13



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Set Frequency

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of times the Advertisement may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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FIG. 51.F14

**Brandkey**  
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order Modify Ad Spot Order

## Standard Demonstration Mode

Confirm Virtual Kiosk Activation/Deactivation Spot Order

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Please confirm the Advertisement(s) that has been placed on each Virtual Kiosk below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	<a href="#">View Advertisements</a>
Jaz® Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<a href="#">View Advertisements</a>
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	<a href="#">View Advertisements</a>
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-alr.html	Norwalk, CT	<a href="#">View Advertisements</a>
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	<a href="#">View Advertisements</a>

◀ ◀ ◀ Back 1 2 3 4 5 Next ▶ ▶ ▶

[Back](#)      [Place Ad Spot Order](#)

FIG. 5.1 F15



Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

# Standard Demonstration Mode

[View Advertisements](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Advertisement	Title	Relative Order
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	<input type="text" value="1"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	<input type="text" value="2"/>
<a href="http://www.gatorade.com">http://www.gatorade.com</a>	Gatorade USA 2002	<input type="text" value="3"/>

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FIG. 57 F16





Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order Modify Ad Spot Order

## Standard Demonstration Mode

Confirm Virtual Kiosk Advertising Terms and Conditions

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Ad-Spot Order No. 1234567 has been placed. Please review the Order Information below to confirm it.

Virtual Kiosk Name: Trek® Cycles 2002

Virtual Kiosk Type Code: Type goes here

Virtual Kiosk Serial Number: 090987-098

Installation Domain: <http://www.trek.com/cycles.html>

Physical Location (if applicable): Norwalk, CT

Ad-Spot Place on this Virtual Kiosk:  
Title 1  
Title 2  
Title 3

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Back Confirm

FIG. 51 A17



Control Panel for Managing Advertising Campaigns

Directory Management

Ad-Spot Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Ad-Spot Order

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Ad-Spot Order you wish to modify.

Ad-Spot Order Number	Date Placed
1209978901	01/20/2003
1209978932	02/04/2003
1209978456	03/25/2003
1209978678	04/01/2003
1209978222	05/14/2003

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 5.1 F18



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Confirm Virtual Kiosk Advertising Terms: Spot Order

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Advertisements have been placed on the Virtual Kiosks below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button. Click Update Advertisements to modify your Advertisement Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	<a href="#">View Advertisements</a>
Jaz@ Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<a href="#">View Advertisements</a>
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	<a href="#">View Advertisements</a>
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<a href="#">View Advertisements</a>
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	<a href="#">View Advertisements</a>

44 | < Back 1 2 3 4 5 Next > | >>

[Back](#) [Update Advertisements](#) [Next](#)

FIG. 51 F19

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Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

[View Advertisement](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Advertisement

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek® Cycles 2002

Jaz® Discs 2002

Gatorade USA 2002

Relative Order

1

2

3

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SAT

FIG. 51 F20

# Brandkey

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Assign Advertisements to Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign.  
Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run.  
Click the Set Date button to set the Start Date on which the Advertisement will begin to run.  
Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Add Advertisements Next

FIG. 51 F21

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	

◀◀◀◀ Back

12345

Next ▶▶

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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Select All Set

FIG. 51 F22



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run. \*

P-S S-S V-S S-P-S R-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

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Select All Set

FIG. 51 F23



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order - Modify Existing Order

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	

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Select All Set

FIG. 51 F24





Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad Spot Management

### Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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Select All

FIG. 51 F24

**Brandkey**  
 .....  
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

&lt;&lt; | 4 Back 1 2 3 4 5 Next &gt;&gt;

Sales All Sat

FIG. 51 F25

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order Modify Ad Spot Order

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

Select All

FIG. 51 F26

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices \$/impression		<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 5 F27

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Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices \$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices \$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices \$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices \$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices \$/impression	<input type="checkbox"/>		

Back 1 2 3 4 5 Next

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Select All Set

FIG. 51F28



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Set Date

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Start Date on which the Advertisement will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 51.F29



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

### Standard Demonstration Mode

#### Set Frequency

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Set the maximum number of times the Advertisement may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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FIG. 51F30



Directory Management

Place Ad Spot Order Modify Ad Spot Order

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

## Standard Demonstration Mode

### Select Advertisements

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/laz.html">http://www.jaz.com/discs/laz.html</a>	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/laz.html">http://www.jaz.com/discs/laz.html</a>	Just Do It	Nike Creator	Nike	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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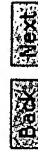


FIG. 51F31



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Brandkey Promote Subsystem Benefits: Virtual Brand Promote Campaign Management Solution

Tutorials

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# Promote

## Branded Products and Services

Promote branded products and services by building, running and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

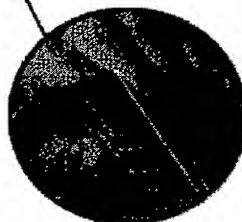
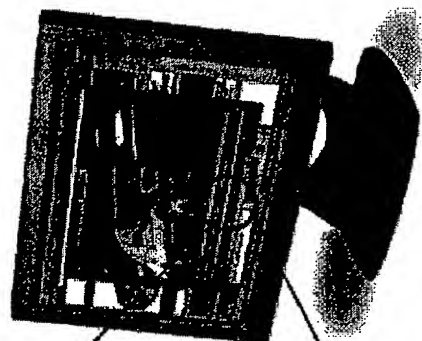


FIG. 52A

[http://www.brandkeysystems.com/bk\\_promote/index\\_promote.html](http://www.brandkeysystems.com/bk_promote/index_promote.html)

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[http://www.brandkeysystems.com/bk\\_promote/index\\_benefits.html](http://www.brandkeysystems.com/bk_promote/index_benefits.html)

FIG. 52B

Brandkey™  
..... promote

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Promote Subsystem | Virtual Kiosk Promoter Campaign Management Site

Brand Managers

Advertising Agents

Promotional Agents

Full Service Agents

Marketing Consultants


Brand Consultants

Trademark Attorneys

Brandkey Promote Subsystem Benefits - Standard Demonstration Mode

The Brandkey Promote™ Subsystem offers brand managers and their promotional agents a simple and convenient way of creating, executing and managing promotional campaigns designed to run on networks of multi-mode Virtual Kiosks that have been deployed at Internet-based consumer touchpoints. This Brandkey subsystem enables promoters and agents to generate Virtual Kiosk Promotional Directories specifying on which deployed virtual kiosks the promoter and agents are permitted to run promotional campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

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[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)


[Brandkey Promote Subsystem Policies](#) | [Brandkey Promote Subsystem Main Content](#)

[Launch Control Panel for Managing Promotional Campaigns](#)


**Virtual Kiosk Promotion Campaign Management Suite - Standard Demonstration Mode**



Client Account: DISNEY



Client Account No: 7145001



User Name: John Smith

Text: P.162

FIG. 52C1



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

## Standard Demonstration Mode

Control Panel for Managing Promotional Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

866/1046

FIG. 52C2



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

## Standard Demonstration Mode

Directory Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52C3



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spec Management

## Standard Demonstration Mode

Select Promotional Directory Type

☐ Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Type of Advertising Directory you wish to Generate.

- ☒ General Promotional Directory
- ☐ Brand-Specific Promotional Directory

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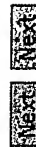


FIG. 52C4



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

General Promotional Directory Industry Promotional Directory

## Standard Demonstration Mode

### Select Virtual Kiosk Types

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks

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Back button  
Inserted →



FIG. 52C5



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Campaign Management > Promotional Directory

## Standard Demonstration Mode

Name the General Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the General Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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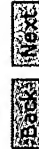


FIG. 52C6





Directory Management

Campaign Management

Promo Spot Management

Control Panel/Managing Promotional Campaigns

Generate Promotional Directory Modify Promotional Directory

## Standard Demonstration Mode

Generate the General Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the General Virtual Kiosk Promotional Directory.

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Back

Generate Directory

FIG. 52C7



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

## Standard Demonstration Mode

The General Virtual Kiosk Promotional Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

### General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the General Virtual Kiosk Promotional Directory



FIG. 52C8

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Search for Brand Entities

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



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Search

FIG. 52C9



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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Back Next

FIG. 51C10

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General-Type Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 52C11



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Name the Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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FIG. 52C12



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

[Generate the Brand-Specific Virtual Kiosk Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Promotional Directory.

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Back

Generate Directory

FIG. 52C13



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promote-Spec Management

## Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

### Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download

Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory

FIG. 52C14





Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spec Management

### Standard Demonstration Mode

Select Promotional Directory Type

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Type of Advertising Directory you wish to Modify.

- ☒ General Promotional Directory
- ☐ Brand-Specific Promotional Directory

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Next

FIG. 52C15



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Select Brand-Specific Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand-Specific Promotional Directory you wish to modify.

### Brand-Specific Promotional Directory

- Promotional Directory 1
- Promotional Directory 2
- Promotional Directory 3
- Promotional Directory 4
- Promotional Directory 5

### Date Created

- 01/20/2003
- 02/04/2003
- 03/25/2003
- 04/01/2003
- 05/14/2003

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FIG. 52C16



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Sac Management

Creating Brand-Specific Promotional Directory

### Standard Demonstration Mode

#### Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected the following Brand Entities for the Brand-Specific Promotional Directory. To remove a Brand Entity simply uncheck its selected checkbox. Click Next to specify the Virtual Kiosk types for the Brand-Specific Promotional Directory. Click Add Brands to select more Brand Entities to add to the Brand-Specific Promotional Directory.

Brand Entity	Brand Entity Owner	Trademark/Service/Remark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

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Back Add Brands Next

FIG. 52C17



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Search for Brand Entities

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



FIG. 52c18

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Directory Management

General Promotional Directory

Campaign Management

Promo-Spot Management

Control Panel: Managing Promotional Campaigns

## Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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FIG. 52C19



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promote-Spec Management
Control Panel for Managing Promotional Campaigns		

## Standard Demonstration Mode

### Select Virtual Kiosk Types

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 57C20



Control Panel for Managing Promotional Campaigns

Directory Management Campaign Management Proms-Spot Management  
Campaign Promotional Directory Promotional Directory

### Standard Demonstration Mode

Name the Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

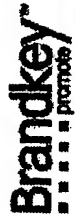
You may change the Name assigned to this Brand-Specific Promotional Directory.

Directory Name:

885/1046

Back Next

FIG. 51C21



Directory Management

Campaign Management

Promote-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Generate the Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Promotional Directory.

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Back

Modify Directory

FIG. 52C22





Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Profile-Side Management

Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

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Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory



FIG. 51C23



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Select General Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

Select the General Promotional Directory you wish to modify.

General Promotional Directory

Promotional Directory 1

Promotional Directory 2

Promotional Directory 3

Promotional Directory 4

Promotional Directory 5

Date Created

01/20/2003

02/04/2003

03/25/2003

04/01/2003

05/14/2003

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 52C24

**Brandkey**  
.....  
promote

Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

General Promotional Directory

Virtual Kiosk Types

**Standard Demonstration Mode****Select Virtual Kiosk Types**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Promotional Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

☐ Product-Specific (P-S) Virtual Kiosks☐ Service-Specific (S-S) Virtual Kiosks☐ Vendor-Specific (V-S) Virtual Kiosks☐ Service-Provider Specific (S-P-S) Virtual Kiosks☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)☐ Corporate-Specific (C-S) Virtual Kiosks

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FIG. 52c 25



Centre Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Soc. Management

General Promotional Directory

Promotional Directory

## Standard Demonstration Mode

Name the General Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this General Promotional Directory.

Directory Name: Promotional Directory 1

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FIG. 52C26



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Site Management

Modify Promotional Directory

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Modify button to modify the selected General Advertising Directory.

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Back Modify Directory

FIG. 52C 27

**Brandkey™**  
 .....  
 promote

Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

[Download Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	<a href="#">activity indices</a>	<a href="#">\$/impression</a>
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco, Norwalk, CT	<a href="#">activity indices</a>	<a href="#">\$/impression</a>
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	<a href="#">activity indices</a>	<a href="#">\$/impression</a>
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	<a href="#">activity indices</a>	<a href="#">\$/impression</a>
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco, Norwalk, CT	<a href="#">activity indices</a>	<a href="#">\$/impression</a>

[◀◀](#) | [◀](#) | [Back](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [Next](#) | [▶▶](#)

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Download PDF copy of the selected General Promotional Directory

[Download](#)

FIG. 52C28



Directory Management

Register Campaign

Modify Campaign

Pause Campaign

Campaign Management

Monitor Campaign

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Campaign Management

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52D1



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

### Input Virtual Kiosk Promotional Campaign Basic Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the information below in order to Register the new Virtual Kiosk Promotional Campaign.

Name of Virtual Kiosk Promoting Campaign:

Virtual Kiosk Promoting Campaign Registration Number:

Campaign Start Date:

Campaign End Date:

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Next

FIG. 52D2





Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Select Virtual Kiosk Promotional Directory Type

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select which Type of Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

- ☐ General Virtual Kiosk Promotional Directory
- ☐ Brand-Specific Virtual Kiosk Promotional Directory

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Back Next

FIG. 52D3



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

Register Campaigns Mobile Campaigns Promotional Campaigns Monitor Campaigns

## Standard Demonstration Mode

Select Virtual Kiosk Promotional Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the General Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

### General Virtual Kiosk Directory Name

	Date Created
<u>Irek@ Cycles 2002</u>	09/06/02
<u>Jaz@ Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Irek@ Cycles 2002</u>	11/03/02
<u>Jaz@ Discs 2002</u>	09/06/02

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Please select the Brand-Specific Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

### Brand-Specific Virtual Kiosk Directory Name

	Date Created
<u>Irek@ Cycles 2002</u>	09/06/02
<u>Jaz@ Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Irek@ Cycles 2002</u>	11/03/02
<u>Jaz@ Discs 2002</u>	09/06/02

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Insert  back button

FIG. 52D4



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Register Campaigns Monitor Campaigns

## Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Promotional Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Promotional Campaign.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trek@Cycles 2002	090987-098	Type goes here	http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Miami, FL	<input type="checkbox"/>
Trek@Cycles 2002	090987-098	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

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Back Register Campaign

FIG. 52D5

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promote-Spot Management

Register Campaign | Modify Campaign | Register Campaign | Modify Campaign

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk Promotional Campaign you wish to Modify by clicking on its Name.

Name of Virtual Kiosk Promo Campaign	Owner of Virtual Kiosk Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Expired
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped

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FIG. 51D6



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Modify the Virtual Kiosk Promotional Campaign

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may Modify the Virtual Kiosk Promotional Campaign by Adding or Removing Virtual Kiosks from the Campaign.

## Master Data Record for Virtual Kiosk Promotional Campaign

Name of Virtual Kiosk Promo Campaign: Trek® Cycles 2002  
 Owner of Virtual Kiosk Promo Campaign: Trek, Inc.  
 Date of Campaign Registration: 02-03-02  
 Campaign Registration Number: 09890-0989

Virtual Kiosk Added to Subnetwork of the Campaign	Virtual Kiosk ID No.	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or applicable)	Virtual Kiosk User Activity Indices	Promo Spot Rate (\$/Impression)	Promo Spot Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	90009060	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#26
<input type="checkbox"/>	90009061	VS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/>	90009062	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#56
<input type="checkbox"/>	90009063	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#98
<input type="checkbox"/>	90009064	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#30

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FIG. 52D7



Directory Management

Business Campaign

Monitor Campaign

Campaign Management

Monitor Campaign

Monitor Campaign

Control Panel for Managing Promotional Campaigns

Promo-Spot Management

## Standard Demonstration Mode

Run Virtual Kiosk Promotional Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Promotional Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Promotional Campaign button.

- Virtual Kiosk Promotional Campaign
- Virtual Kiosk Promotional Campaign 1
- Virtual Kiosk Promotional Campaign 2
- Virtual Kiosk Promotional Campaign 3
- Virtual Kiosk Promotional Campaign 4

Run

☐ ☐ ☐ ☐

Run Campaign

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Stop Virtual Kiosk Promotional Campaigns

Select the Virtual Kiosk Promotional Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Promotional Campaign button.

- Virtual Kiosk Promotional Campaign
- Virtual Kiosk Promotional Campaign 1
- Virtual Kiosk Promotional Campaign 2

Stop

☐ ☐

FIG. 52D.8

Virtual Kiosk Promotional Campaign 3

Virtual Kiosk Promotional Campaign 4



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FIG. 52D9

[http://www.brandkeysystems.com/bk\\_promote/m\\_promotional-campaign-run-1.html](http://www.brandkeysystems.com/bk_promote/m_promotional-campaign-run-1.html)



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Register Campaign    Monitor Campaign    Campaign Management    Virtual Kiosk Campaign    Virtual Kiosk Campaign

Select Virtual Kiosk Promotional Campaign

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Promotional Campaign you wish to Monitor by clicking on its Name.

Name of Virtual Kiosk Campaign	Owner of Virtual Kiosk Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Expired
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped

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FIG. 52D10





Directory Management

Register Campaign

Monitor Virtual Kiosk Promotional Campaign

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may review the statistics compiled for the selected Virtual Kiosk Promotional Campaign.

## Promotional Campaign Name:

Promotional Campaign Registration Number:

Promotional Campaign Registration's Date:

Promotional Campaign Status:

Total Number of Promotions placed on Campaign's Subnetwork of Virtual Kiosks:

Total Number of Promotions Run on Campaign's Subnetwork of Virtual Kiosks:

Total Number of Promo Spot Interruptions on Retail-Specific Virtual Kiosks on Subnetwork:

Total Number of Brand Information Networks Accessed by Consumers Response to

PromoSpot Displayed on Virtual Kiosks:

Promo campaign name

Registration Number

06/09/02

Running

5221

3521

275

679

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FIG. 52D11



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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Promo-Spot Management

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52E1



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo Spot Management

## Standard Demonstration Mode

Select Virtual Kiosk Promotional Campaign

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Select the Registered Virtual Kiosk Promotional Campaign on which you wish to place Promo-Spot Orders.

Name of Virtual Kiosk Promotional Campaign	Registration Number	Registration Date
Trek® Cycles 2002	09890-0989	02-03-02
Jax® Discs 2002	09890-0995	02-03-02
Gatorade USA 2002	09890-1001	02-03-02
Just Do It!	09890-1025	02-03-02
Trek® Cycles 2002	09890-0989	02-03-02

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FIG. 52E2



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

## Standard Demonstration Mode

### Select Promotions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Kiosk Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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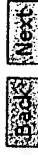
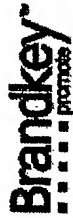


FIG. 52E3

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

# Standard Demonstration Mode

Assign Promotions to Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign.  
Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the promotion will run.  
Click the Set Date button to set the Start Date on which the promotion will begin to run.  
Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

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FIG. 52E4



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Place Promo Spot Order | Modify Promo Spot Order

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All Set

FIG. 52E5



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promote Spot Management

Brandkey Promote Subsystem | Modify Promote Spot Order

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All

FIG. 51E6



Control Panel for Managing Promotional Campaigns

[Directory Management](#) | 
 [Campaign Management](#) | 
 [Promo Spot Management](#)

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

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FIG. 51E7





Control Panel for Managing Promotional Campaigns

[Directory Management](#) | 
 [Campaign Management](#) | 
 [Promo-Spot Management](#) | 
 [Place Promos](#) | 
 [Spot Order](#) | 
 [Modify Promos](#) | 
 [Spot Order](#)

### Standard Demonstration Mode

Select Virtual Kiosk

☐ Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<a href="#">activity indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>

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Select All

Fig. 51E8



Control Panel: Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

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Select All

FIG. 51E9



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spec Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

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Select All Set

FIG. 52E10



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

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Select All Set

FIG. 52E11



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S

V-S

S-P-S

R-S

I-S

C-S

All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/impression	<input type="checkbox"/>

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Select All

Save

FIG. S1E12

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

# Standard Demonstration Mode

Set Date

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Start Date on which the Promotion will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 52E 13



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

## Standard Demonstration Mode

Set Frequency

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the maximum number of times the Promotion may run.

- ☐ 1 X/hr  
☐ 2 X/hr  
☐ 5 X/hr  
☐ 10 X/hr

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Set

FIG. 52E14



Control Panel for Managing Promotional Campaigns

[Directory Management](#)
[Campaign Management](#)
[Promo-Spot Management](#)

## Standard Demonstration Mode

[Common Virtual Kiosk Promotional Spot Order](#)

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Please confirm the promotion(s) that has been placed on each Virtual Kiosk below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View promotions button.

Virtual Kiosk Name	Virtual Kiosk Type Code	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Trek® Cycles 2002	Type goes here	090987-098	http://www.trek.com/cycles.html	Norwalk, CT	<a href="#">View Promotions</a>
Jaz® Discs 2002	Type goes here	090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<a href="#">View Promotions</a>
Gatorade USA 2002	Type goes here	090987-098	http://www.gatorade.com	Miami, FL	<a href="#">View Promotions</a>
Just Do It!	Type goes here	090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<a href="#">View Promotions</a>
Trek® Cycles 2002	Type goes here	090987-098	http://www.trek.com/cycles.html	Greenwich, CT	<a href="#">View Promotions</a>

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[Place Promo Spot Order](#)

FIG. 52E15

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

# Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Promotion	Title	Relative Order
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek@ Cycles 2002	<input type="text" value="1"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz@ Discs 2002	<input type="text" value="2"/>
<a href="http://www.gatorade.com">http://www.gatorade.com</a>	Gatorade USA 2002	<input type="text" value="3"/>

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[Create New Promotional Message](#) [Set](#)

FIG. 52E16



Control Panel for Managing Promotional Campaigns

Directory Management  
Local Promo-Spot Entry  
Modify Promo-Spot Entry

Campaign Management

Promo-Spot Management

## Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create new promotional message.

Message:

Background Color:



Black

Message Font:



Arial

Message Color:



Black

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[View Message](#) [Set](#)

FIG. 52E17



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

View Promotions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Nike Ice Hockey Equipment on Sale Until November 1st. \$29.95

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Set

FIG. 52E18



Directory Management

Promo-Spot Order

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

Standard Virtual Kiosk Promotional Promo-Spot Order

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Promo-Spot Order No. 1234567 has been placed. Please review the Order Information below to confirm it.

Virtual Kiosk Name: Trek® Cycles 2002

Virtual Kiosk Type Code: Type goes here

Virtual Kiosk Serial Number: 090987-098

Installation Domain: http://www.trek.com/cycles.html

Physical Location (if applicable): Norwalk, CT

Promo-Spot Place on this Virtual Kiosk:

Title 1

Title 2

Title 3

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 52E19

Control Panel for Managing Promotional Campaigns



Directory Management | Campaign Management | Promo-Spot Management

# Standard Demonstration Mode

Select Promo-Spot Order

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Promo-Spot Order you wish to modify.

Promo-Spot Order Number	Date Placed
<u>1209978901</u>	01/20/2003
<u>1209978932</u>	02/04/2003
<u>1209978456</u>	03/25/2003
<u>1209978578</u>	04/01/2003
<u>1209978222</u>	05/14/2003

44 | 4 Back 1 2 3 4 5 Next | >>

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FIG. 52E20



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

## Standard Demonstration Mode

Common Virtual Kiosk Promotional Spot Order

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Promotions have been placed on the Virtual Kiosks below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View Promotions button. Click Update Promotions to modify your Promotion Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	<a href="#">View Promotions</a>
Jaz@ Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<a href="#">View Promotions</a>
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	<a href="#">View Promotions</a>
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<a href="#">View Promotions</a>
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	<a href="#">View Promotions</a>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

[Back](#) [Update Promotions](#) [Next](#)

FIG. 52E21

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Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

## Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a '0' in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Promotion

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek@ Cycles 2002

Jaz@ Discs 2002

Gatorade USA 2002

Relative Order

1

2

3

925/1046

[Create New Promotional Message](#) [Set](#)

FIG. 52E22



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management |  
Place Promos | Spot Order | Modify Promos | Create

Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create new promotional message.

Message:

Background Color:

Message Font:

Message Color:

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[View Message](#) [Set](#)

FIG. S2E23





Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

View Promotions

Nike Ice Hockey Equipment on Sale Until November 1st. \$29.95

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FIG. 52E 24



Control Panel for Managing Promotional Campaigns

[Directory Management](#) | 
 [Campaign Management](#) | 
 [Promo-Spot Management](#)

## Standard Demonstration Mode

### Assign Promotions to Virtual Kiosks

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign.  
 Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the promotion will run.  
 Click the Set Date button to set the Start Date on which the promotion will begin to run.  
 Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	<a href="#">Select Virtual Kiosks</a>	<a href="#">Set Date</a> 09/20/02	<a href="#">Set Frequency</a> 10 X/hr
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	<a href="#">Select Virtual Kiosks</a>	<a href="#">Set Date</a> 10/30/02	<a href="#">Set Frequency</a> 5 X/hr
<a href="http://www.gatorade.com">http://www.gatorade.com</a>	Gatorade USA 2002	<a href="#">Select Virtual Kiosks</a>	<a href="#">Set Date</a> 07/10/02	<a href="#">Set Frequency</a> 2 X/hr
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	Just Do It!	<a href="#">Select Virtual Kiosks</a>	<a href="#">Set Date</a> 01/02/02	<a href="#">Set Frequency</a> 10 X/hr
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	<a href="#">Select Virtual Kiosks</a>	<a href="#">Set Date</a> 09/20/02	<a href="#">Set Frequency</a> 5 X/hr

[Back](#) | 
 1 2 3 4 5 | 
 [Next](#)

[Back](#) | 
 [Add Promotions](#) | 
 [Next](#)

FIG. 52E-25

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Select All

FIG. 52E 26



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

44 | 4 Back 1 2 3 4 5 Next | >>

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Select All Set

FIG. 52E27



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

44 | Back 1 2 3 4 5 Next |

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Select All Set

F19.52E28



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

## Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<a href="#">activity_indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<a href="#">activity_indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<a href="#">activity_indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<a href="#">activity_indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<a href="#">activity_indices</a>	<a href="#">\$/impression</a>	<input type="checkbox"/>	

44

Back

1

2

3

4

5

Next

▶▶

◀◀ Back 1 2 3 4 5 Next ▶▶

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Select All Set

FIG. 52E29



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

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Select All Set

FIG. 52E30

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Control Panel for Managing Promotional Campaigns

[Directory Management](#) | 
 [Campaign Management](#) | 
 [Promo-Spot Management](#)

# Standard Demonstration Mode

Select Virtual Kiosk

☐ Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<a href="#">activity indices</a>	<a href="#">\$/Impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<a href="#">activity indices</a>	<a href="#">\$/Impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<a href="#">activity indices</a>	<a href="#">\$/Impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<a href="#">activity indices</a>	<a href="#">\$/Impression</a>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<a href="#">activity indices</a>	<a href="#">\$/Impression</a>	<input type="checkbox"/>	

[Back](#) | 
 [1](#) | 
 [2](#) | 
 [3](#) | 
 [4](#) | 
 [5](#) | 
 [Next](#)

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[Select All](#) | 
 [Set](#)

FIG. 52E31





Control Panel for Managing Promotional Campaigns

Directory Management Campaign Management Promo Spot Management

# Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S S-S V-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

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Select All Set

FIG. 5Z E 32



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Place Promo-Spot Order

Modify Promo-Spot Order

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S		V-S	S-P-S		R-S	I-S	C-S		All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo					
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>					
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>					
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>					
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>					
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>					

Back 1 2 3 4 5 Next

Select All

FIG. 5ZE33



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

### Standard Demonstration Mode

Set Date

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Start Date on which the Promotion will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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FIG. 52E34



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Plan Promos, Spot Orders, Modify Promos, and Orders

## Standard Demonstration Mode

### Set Frequency

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of times the Promotion may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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FIG. 52E35



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

## Standard Demonstration Mode

Select Promotions

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Kiosk Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
<a href="http://www.jaz.com/discs/jaz.html">http://www.jaz.com/discs/jaz.html</a>	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
<a href="http://www.trek.com/cycles.html">http://www.trek.com/cycles.html</a>	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

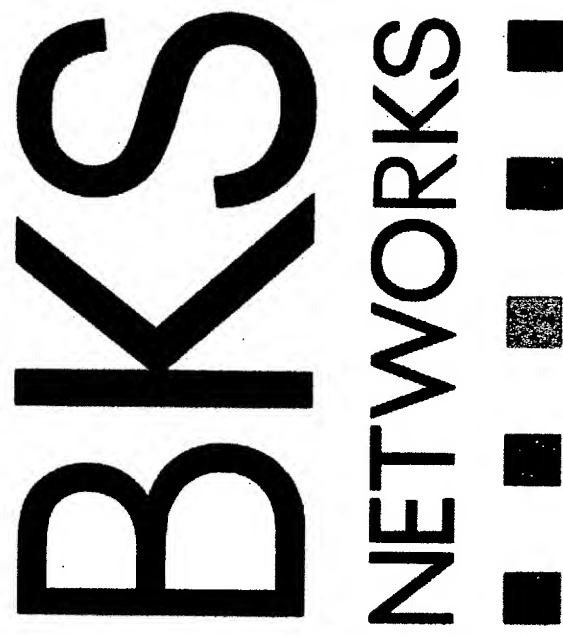
44 | 4 Back 1 2 3 4 5 Next > >>

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FIG. 52E36

CONFIDENTIAL-BKS Networks, Inc.



BKS Invitational Presentation

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BKS  
NETWORKS




FIG. 53A

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3

## The Dilemma in Today's E-Commerce Brand Marketing Communications Environment

Brandkey Systems Network

Fig. 53B1



Every day, consumers search  
for products and services that  
will satisfy their needs and  
desires.

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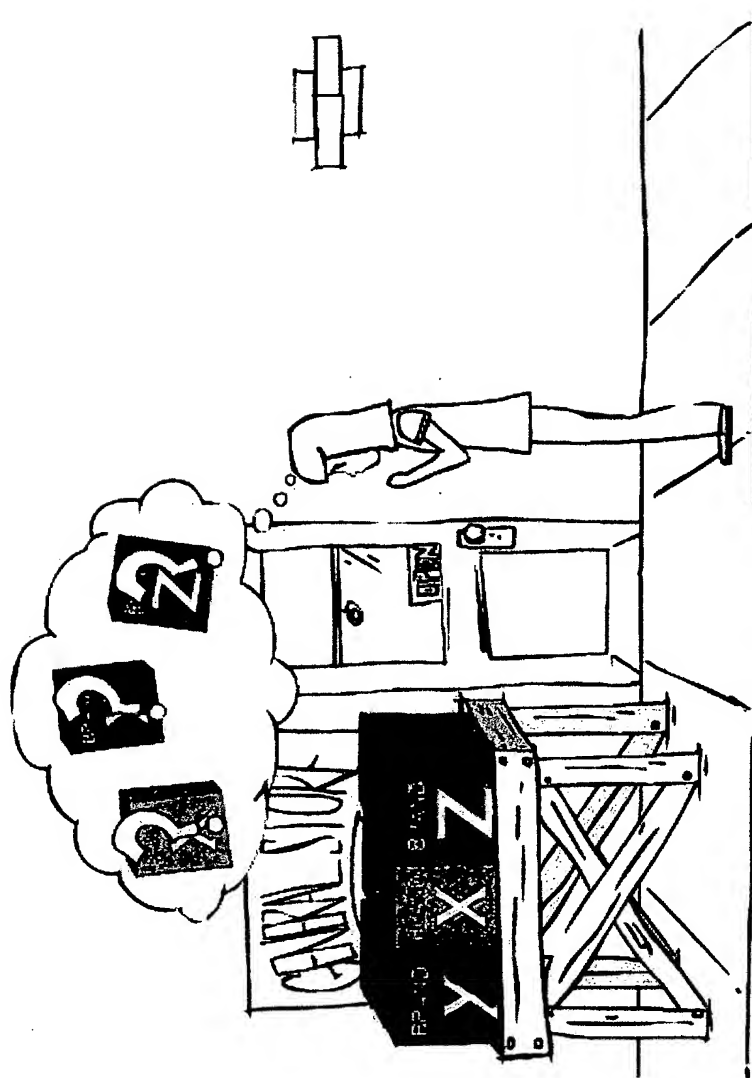


Fig. 53B Z

During the search, they are confronted with decisions about which brand of a product or service they should purchase.

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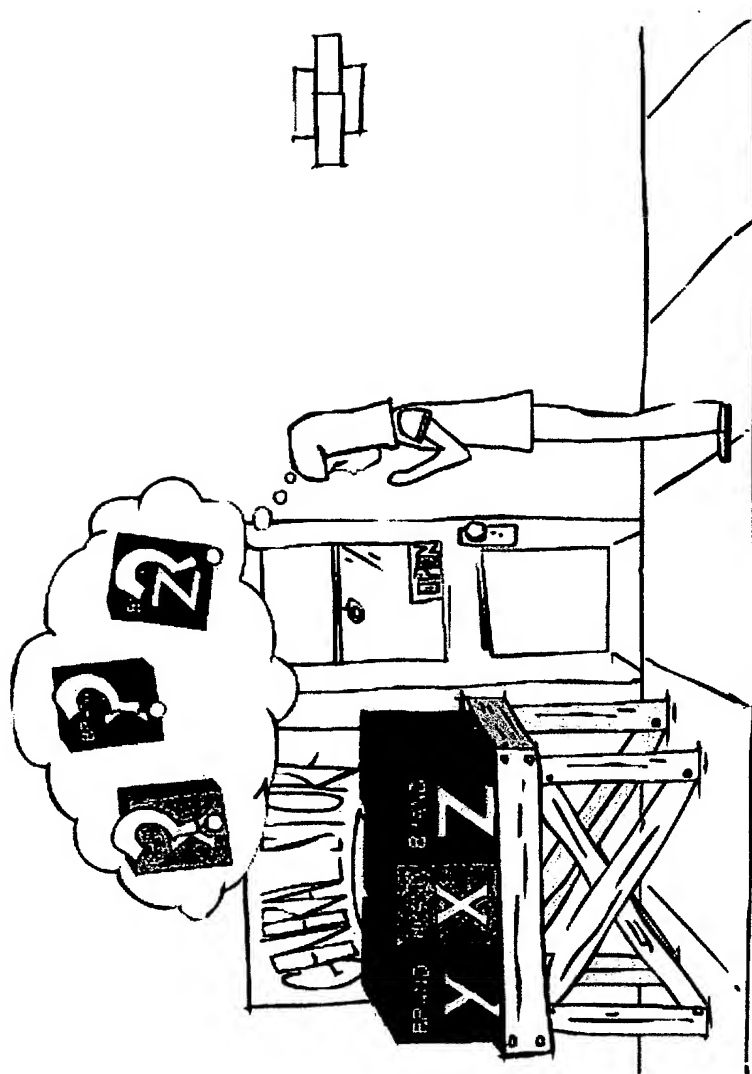
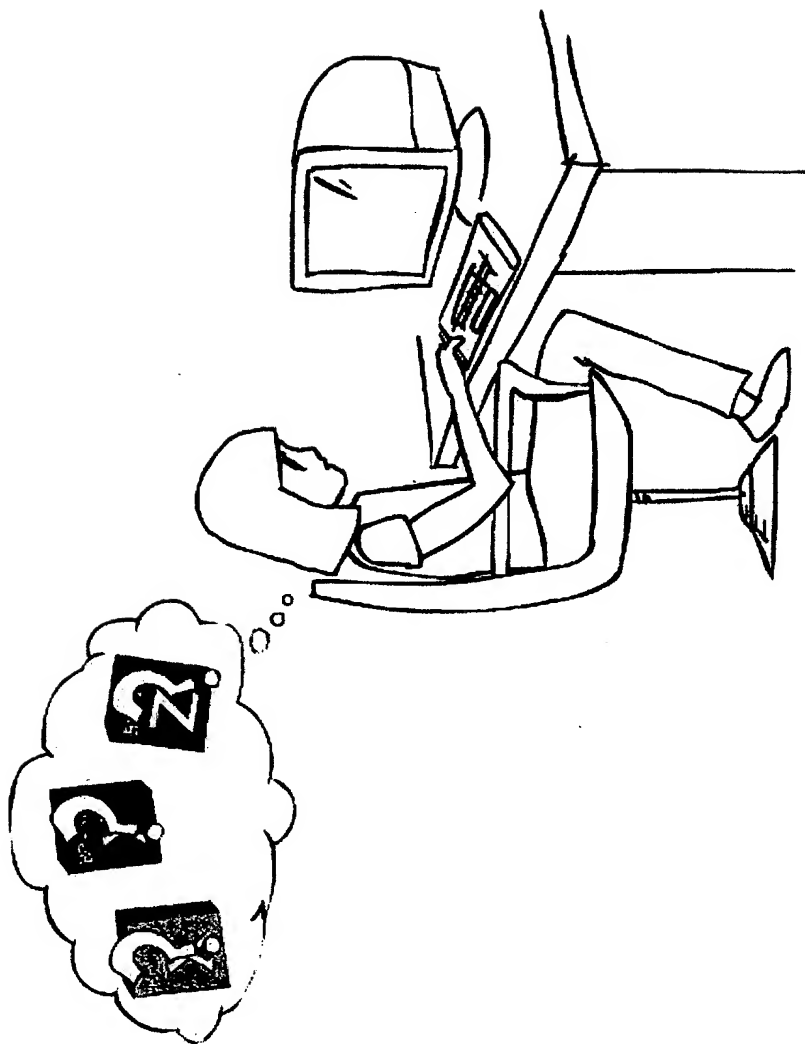


Fig. 53B33

Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, the Internet makes buying decisions harder for consumers who don't already know which brand they want to purchase.



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Fig. 53B4

8

Consumers typically shop for brands through e-commerce sites. These sites typically bombard shoppers with every possible brand of a product or service they can purchase.

Because consumers can't touch, test and experience online products, they often need more information prior to purchase decisions -- especially when they don't know anything about a brand...

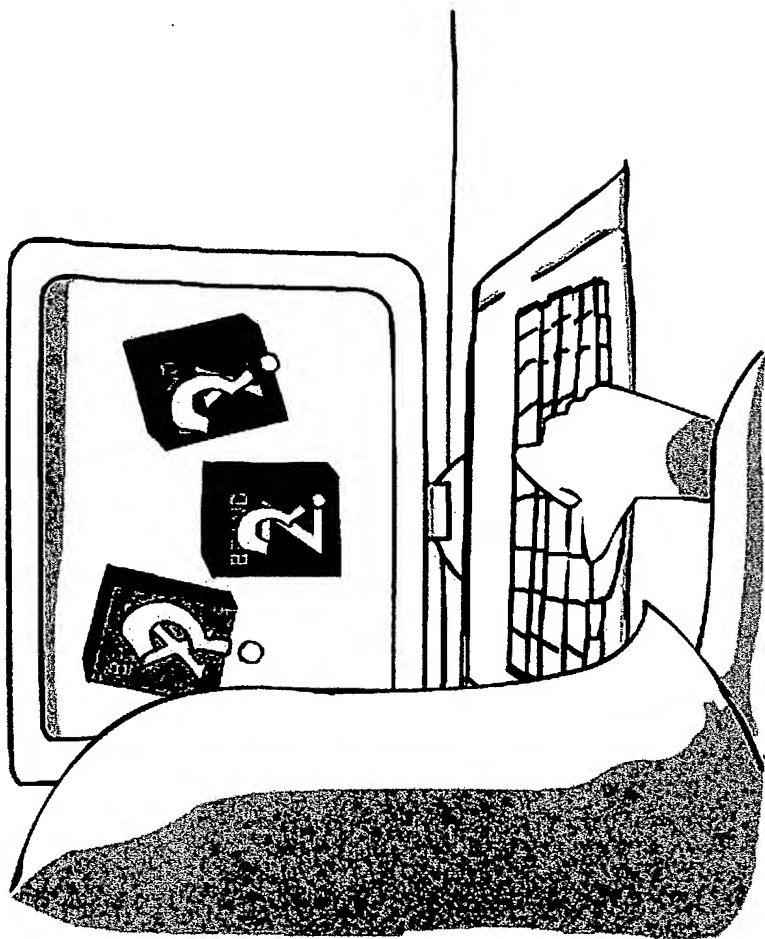


Fig. 5385

...but when they search for information on these sites that will help them decide which brand to buy, brand-building information is not readily available.

In fact, most brand information intended to inform and entice the consumer is scattered throughout the World Wide Web.

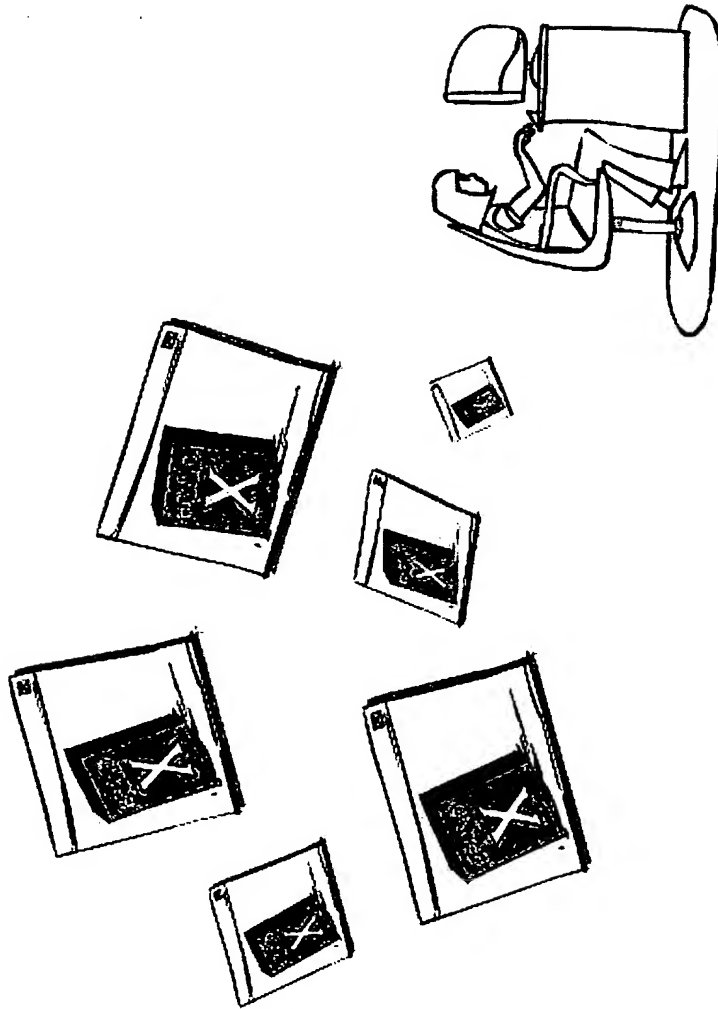


Fig. 53B6

we

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E-Commerce sites usually arrange and place the amount of brand information a consumer will encounter on the site.

At best, the consumer gets only product features on these sites - a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

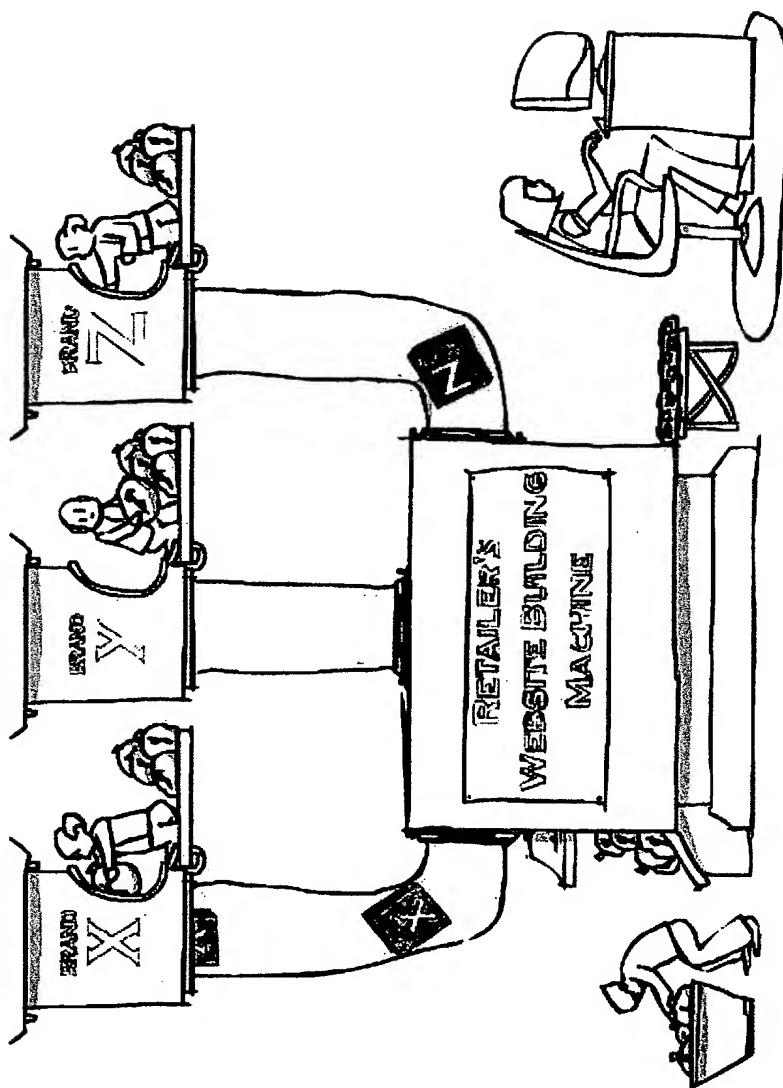


Fig. 5307

With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands may compete with the e-retailer's brand image as well.

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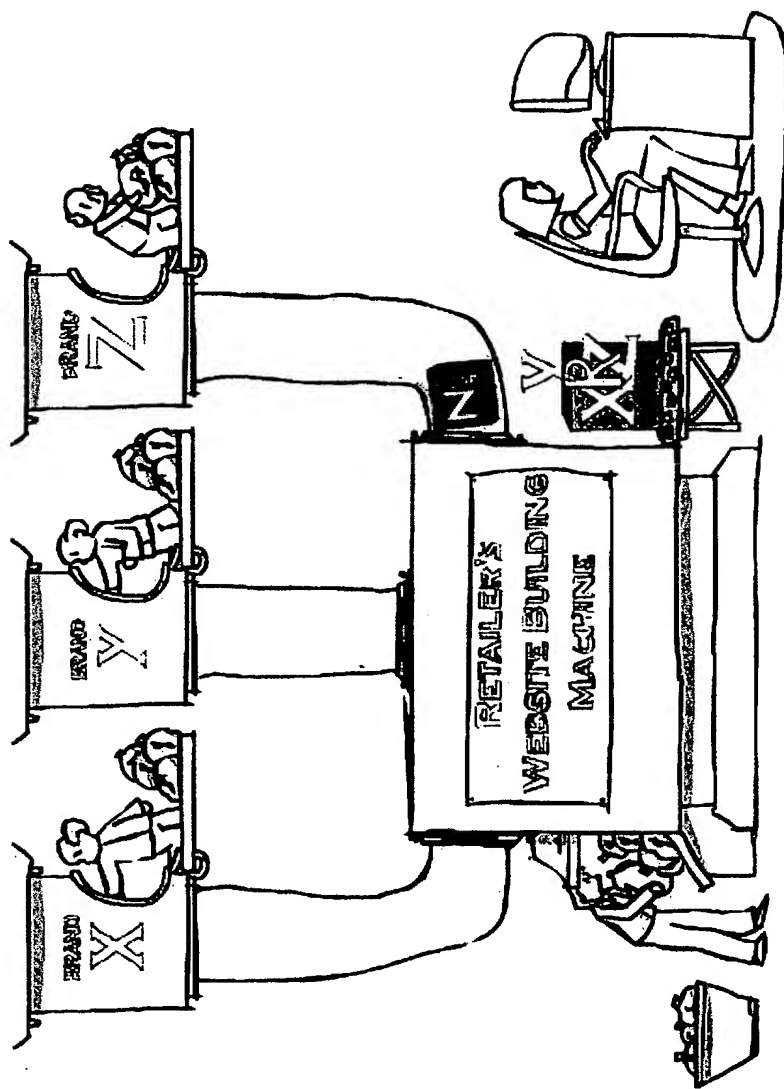
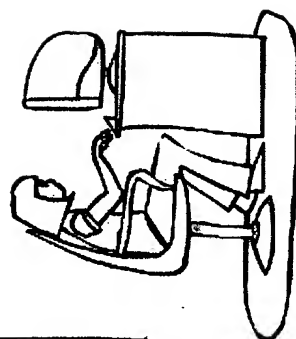
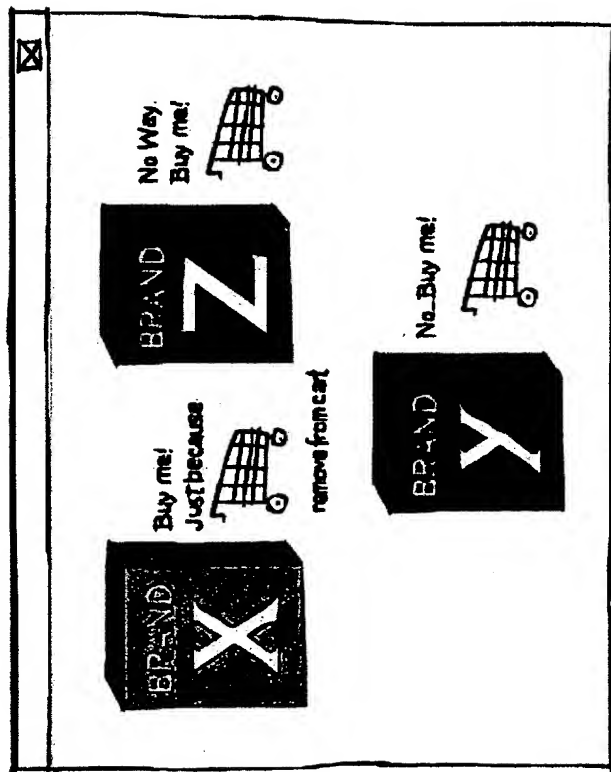


Fig. 53B8

49



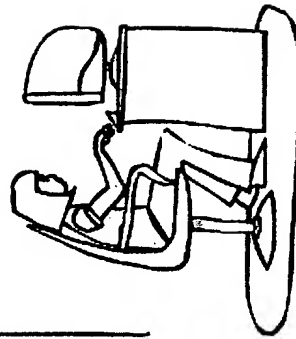
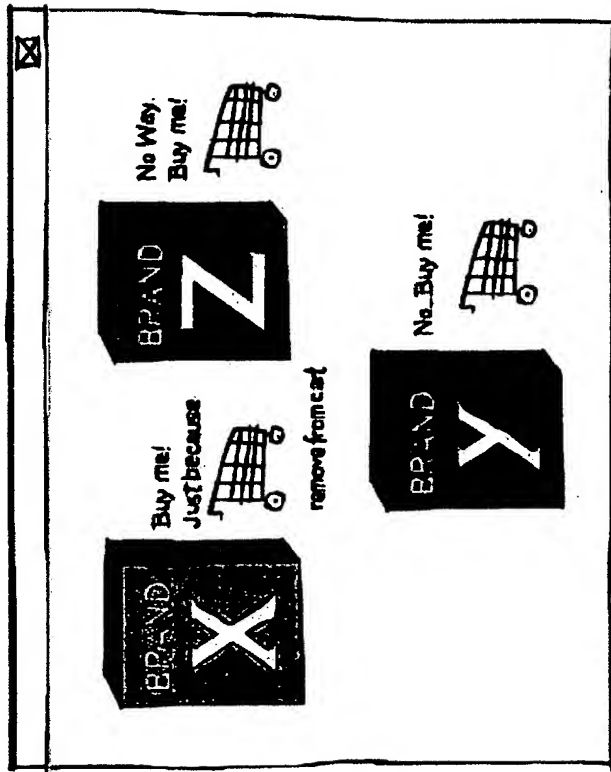
When the consumer is trying to make a buying decision, valuable brand-building information is unavailable at strategic places such as the checkout.

950/1040

Fig. 53B9

14





Often, the lack of valuable brand-building information leads to abandoned shopping carts as consumers wander about the Internet looking for this decision-critical information.

951/1046

Fig. 53B10

42

952/1046

Consumers may even find a brand's own website difficult to navigate when they need to quickly locate promotional and other desired brand-building information.

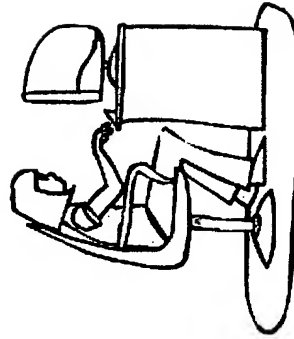
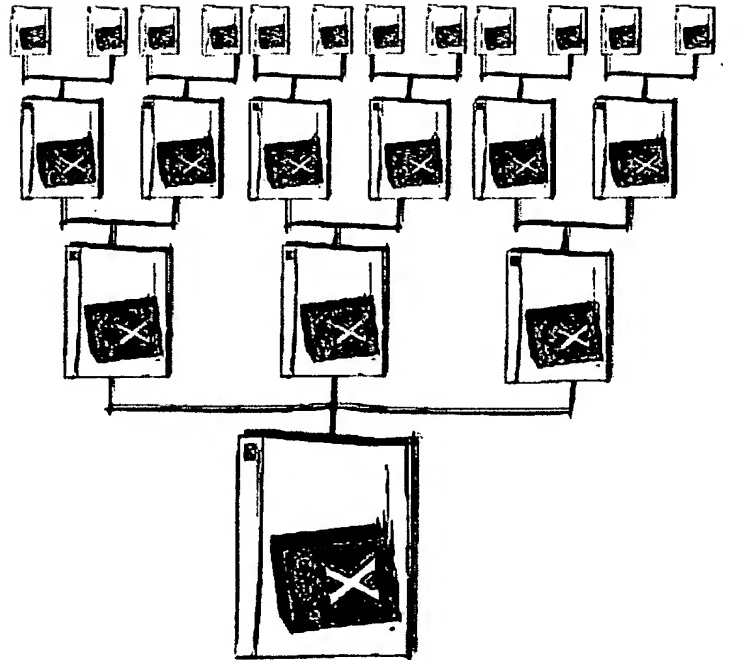


Fig. 53B11

953/1046

Current methods which brand managers use to communicate brand-building information on the web are also not reaching the consumer.

#

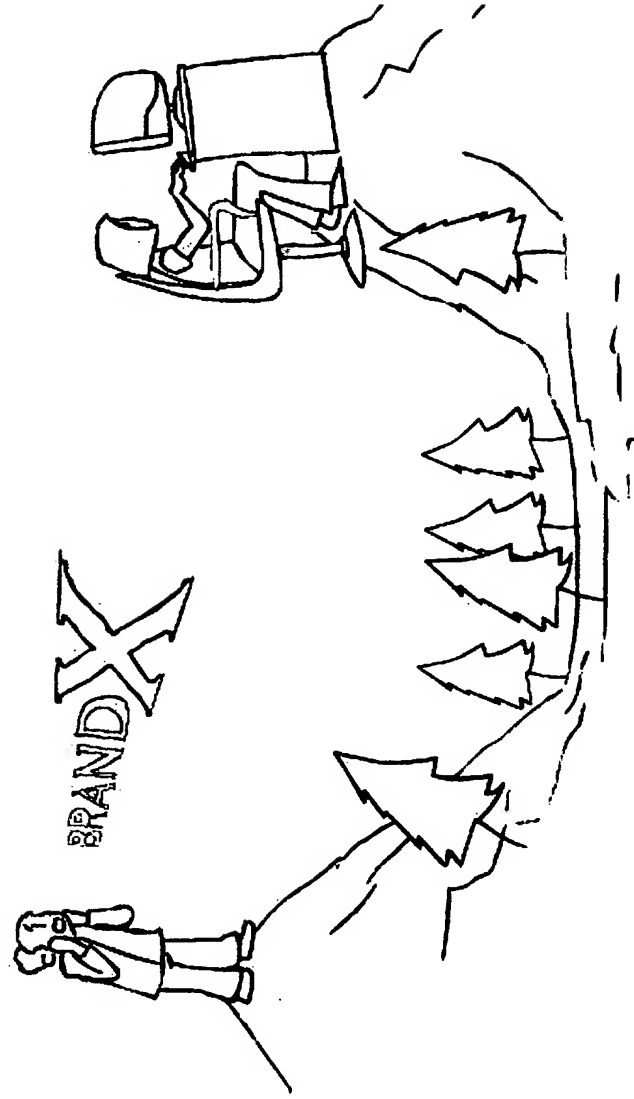


FIG. 53B12

Brand managers currently  
favor banner and pop-up ads  
and promos. These ads rarely  
succeed in building accurate  
brand images in the minds of  
consumers . . .

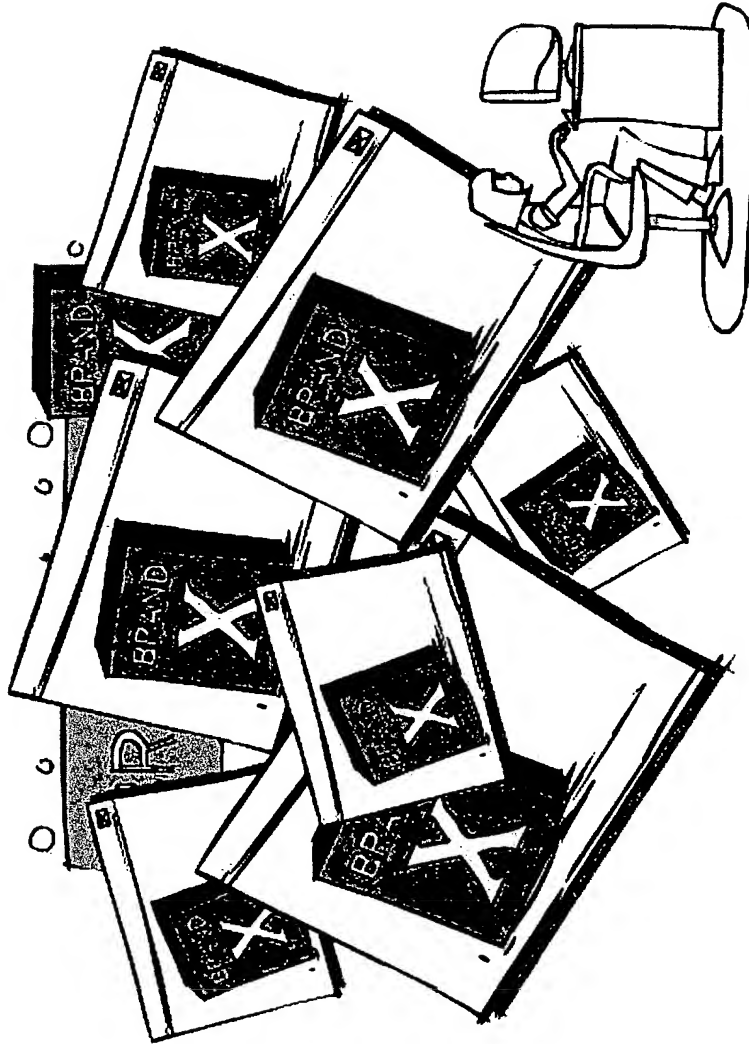


FIG. 53B/3

955/1046

...because they create a warlike  
atmosphere on the consumer's  
desktop with brand managers,  
advertising and promotional  
agents all battling for the  
consumer's attention and  
valuable screen space.

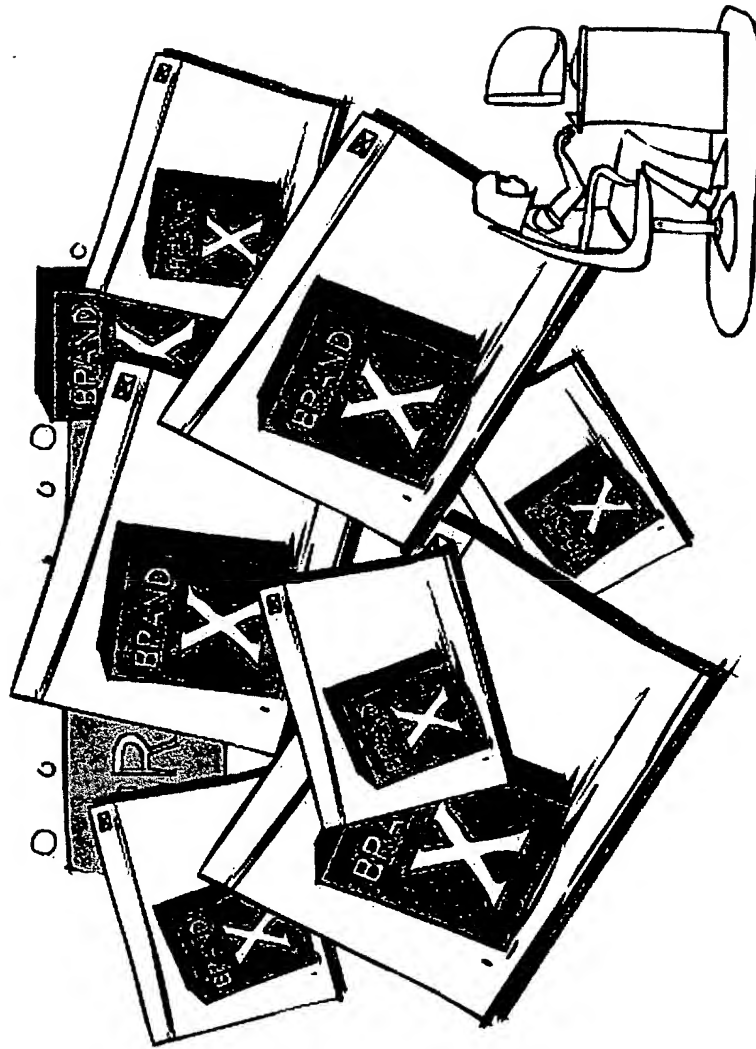


Fig. 53B14

88

956/1046

The online advertising and promotion battle has intensified recently after ads and promos began using technology that makes them harder for the consumer to turn off.

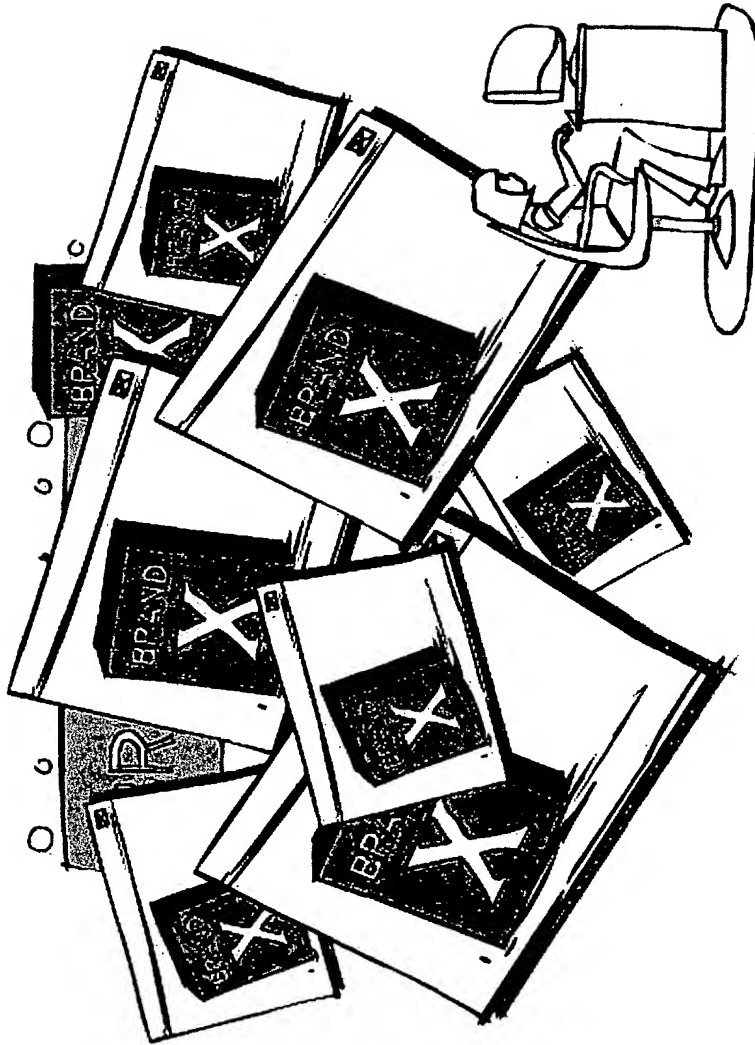
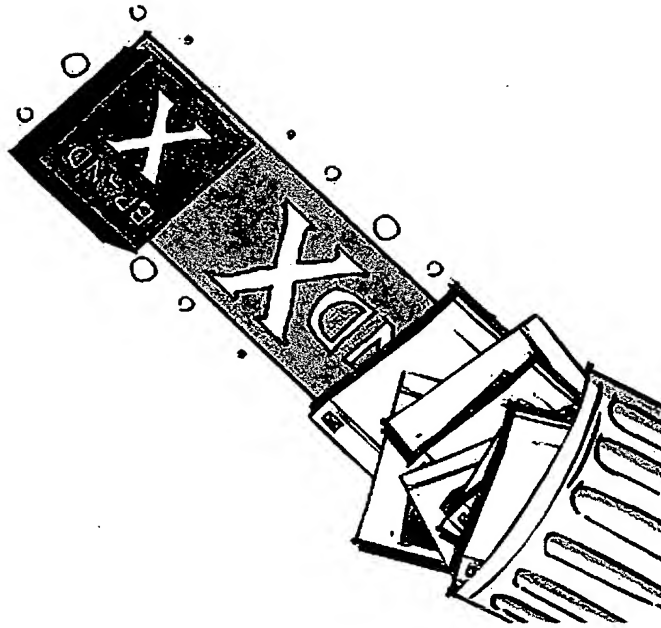
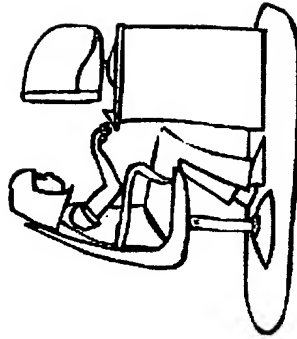


Fig. 53B15

~~15~~

957/1046

Online ads and promos have only alienated consumers from the brands these ads and promos represent, and from the entire Internet experience.



18

Fig. 53 B16

950/1046

Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

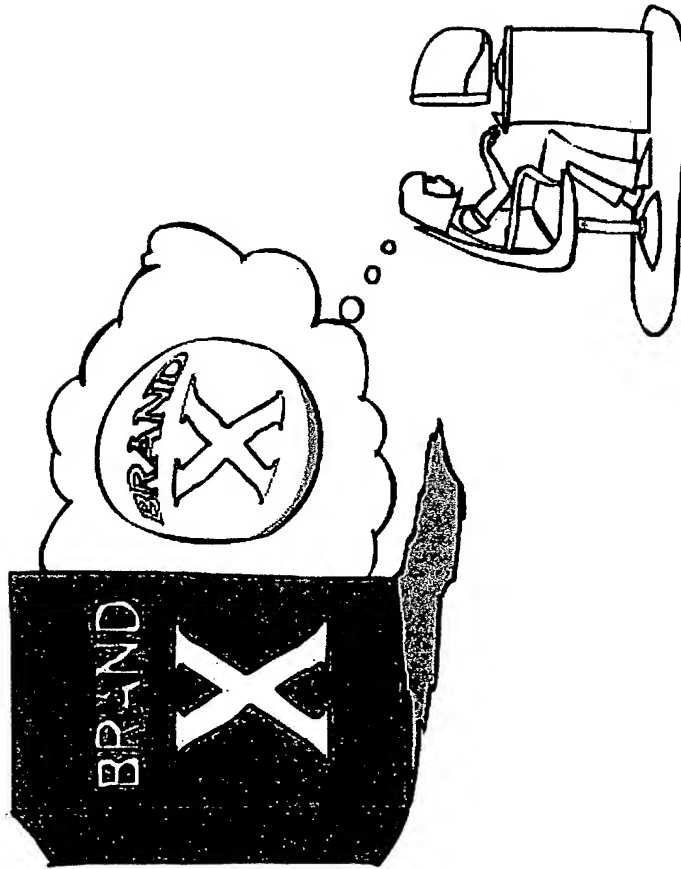


FIG. 53B17



959/1046

The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and their businesses.

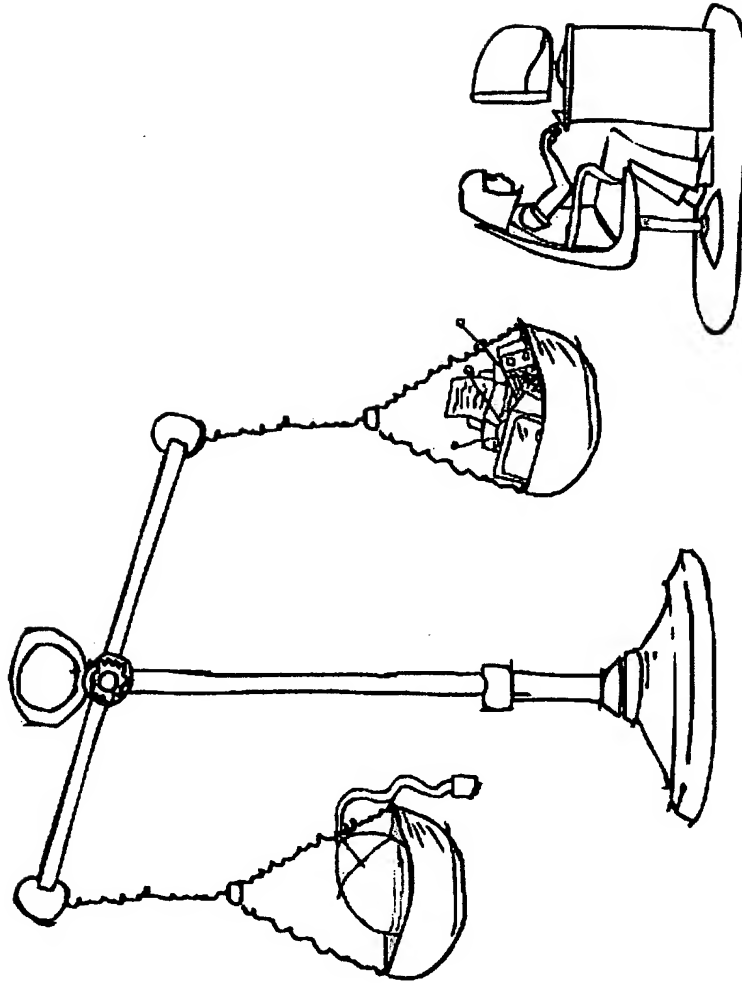


FIG. 53 B1C

Despite so many frustrating and annoying online shopping experiences, consumers still want to shop online.

But they want changes in the e-commerce marketplace.

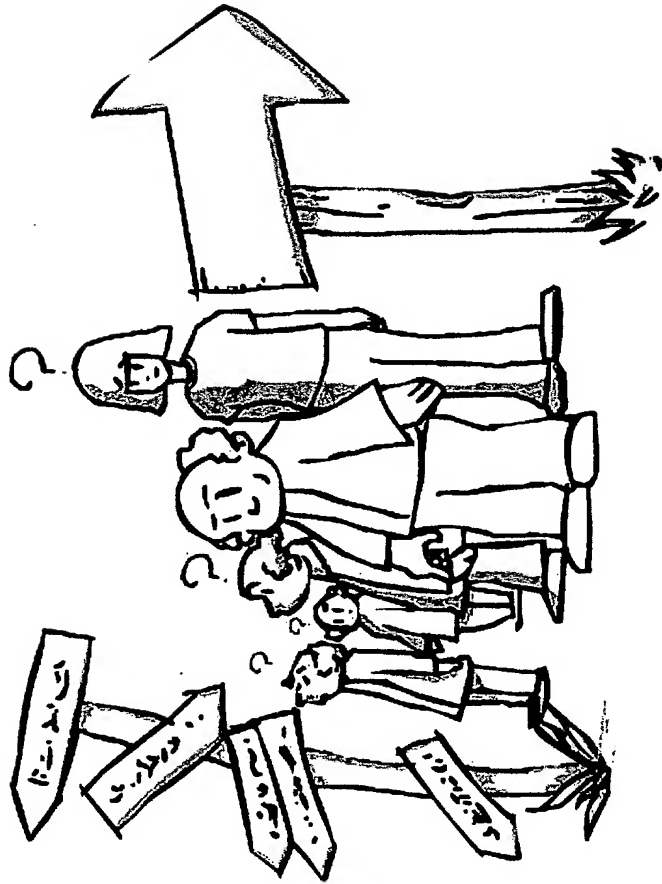


Fig. 53B19

961/1046

Brand managers need a far  
more effective way of delivering  
their brand building information  
to the consumer online.



FIG. 53B20

27

962/1046

23

# The Brandkey Solution

Fig. 53C

963/1044

Brandkey Systems Network is a powerful tool for brand managers. It captures the brand- building information currently scattered throughout the Web and places it at critical touch points where -- and when-- the consumer is considering a purchase on the Web.

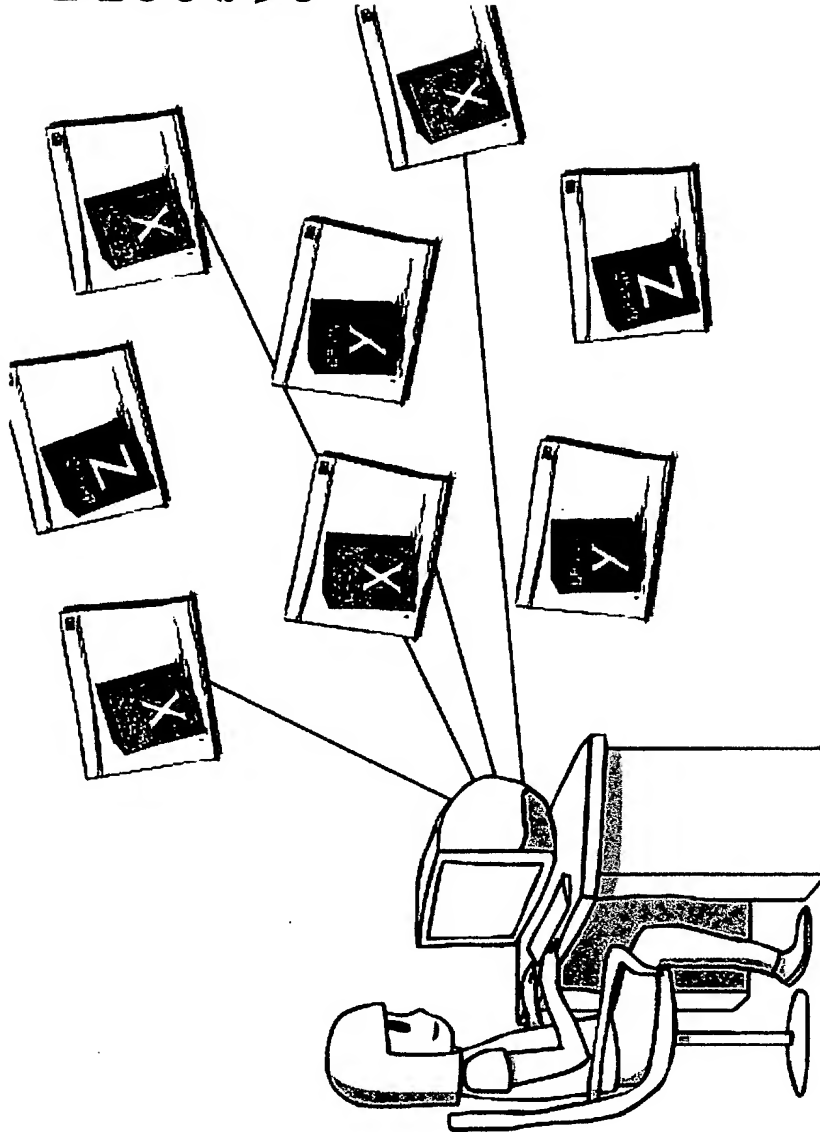


FIG. 53C1

Whether they're at Checkout on an e-commerce site, walking down the street on cell phones or dispensing cash at an ATM machine... consumers can instantly watch your ad, find out about the latest promotions, gain detailed product information, search the store locator or find other information through something called Brandkey's Multi-Mode Virtual Kiosk.

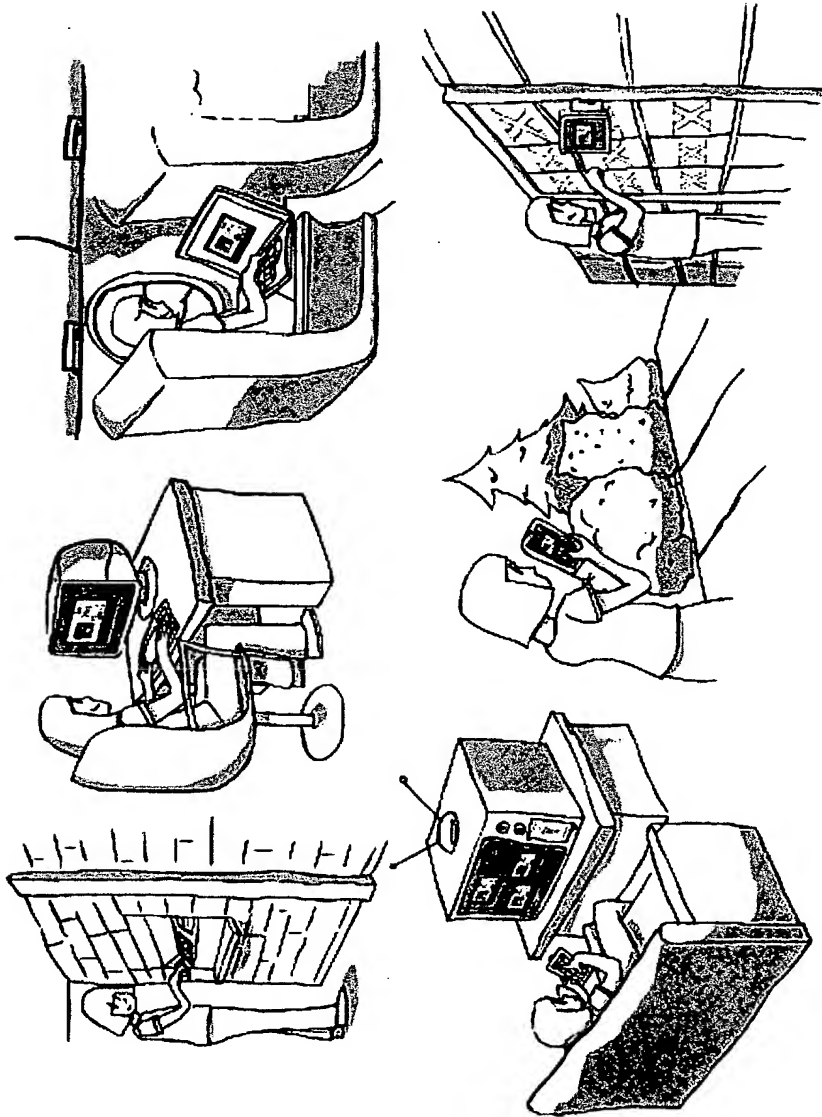


Fig. 53C2

965/1046

Brandkey Systems  
Multi-Mode Virtual Kiosks  
allow brand managers to  
quickly communicate a  
brand through three  
programmable display  
modes:

- Advertising Display  
Mode
- Promotional Display  
Mode
- Brand Information  
Network  
Display Mode

30

fig. 53C3



966/1046

In seconds, consumers can  
obtain a multi-dimensional  
experience of a branded  
product or service...

without the influence of  
other brands.

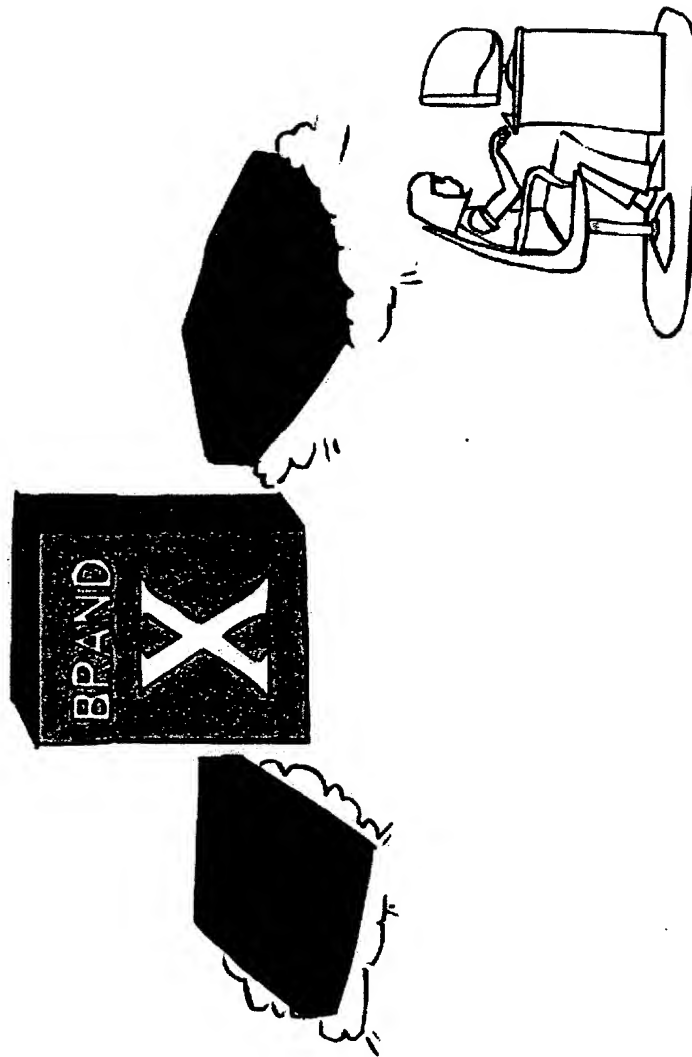


Fig. 53C4

3



967/1046

~~28~~

And consumers no longer  
need to wander off to other  
websites in search of brand-  
related information.

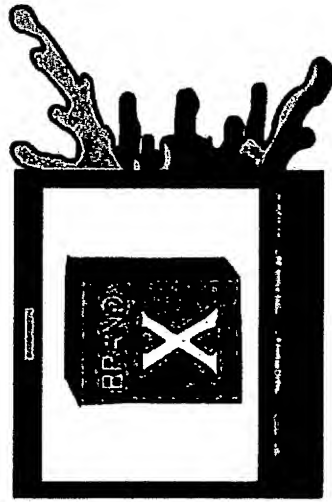
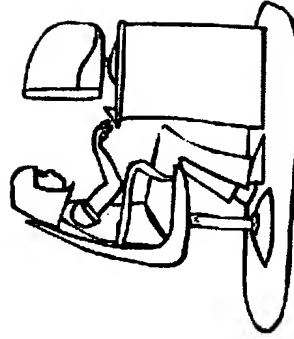
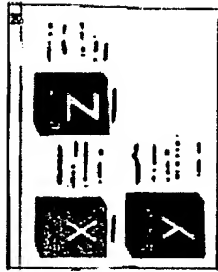
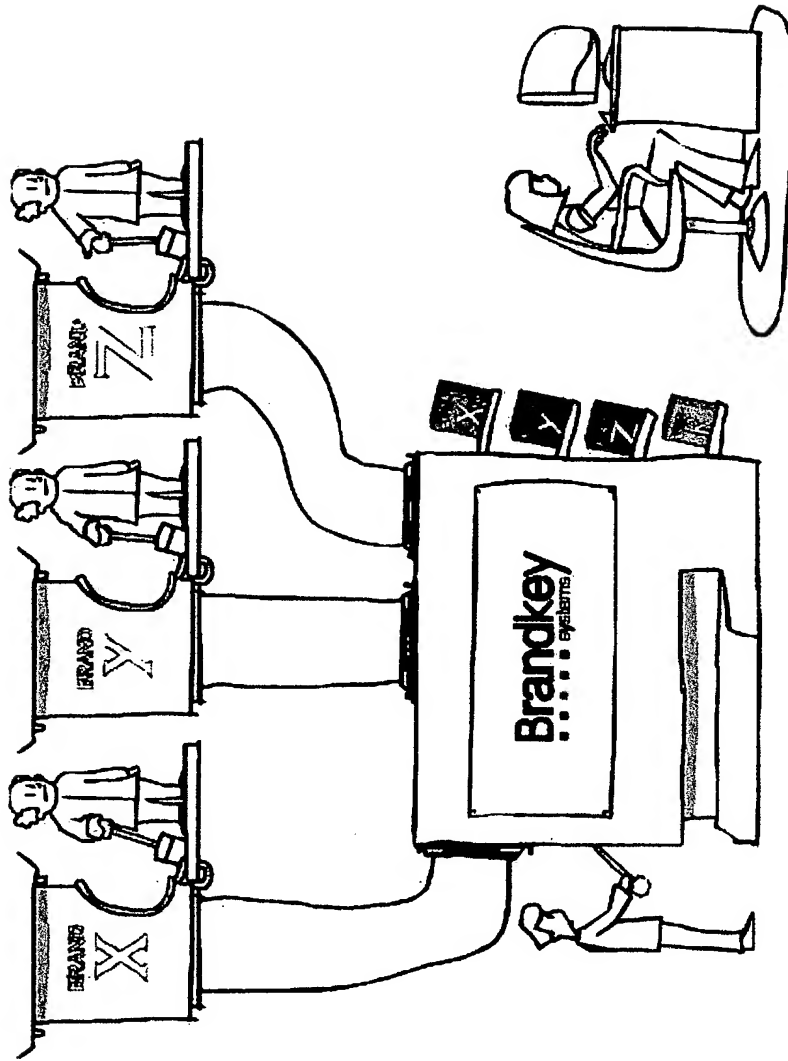


FIG. 53C5



Using Brandkey's Multi-Mode Virtual Kiosks, brand management teams can even communicate to consumers through e-commerce sites operated by others - confident that consumers will experience their brands consistently and develop brand images that are aligned with their marketing objectives.

Fig. 5306

969/1046

The Brandkey Systems  
Network enables brand  
management teams of  
any size and  
arrangement to rise  
above the clutter in the  
Internet marketplace...

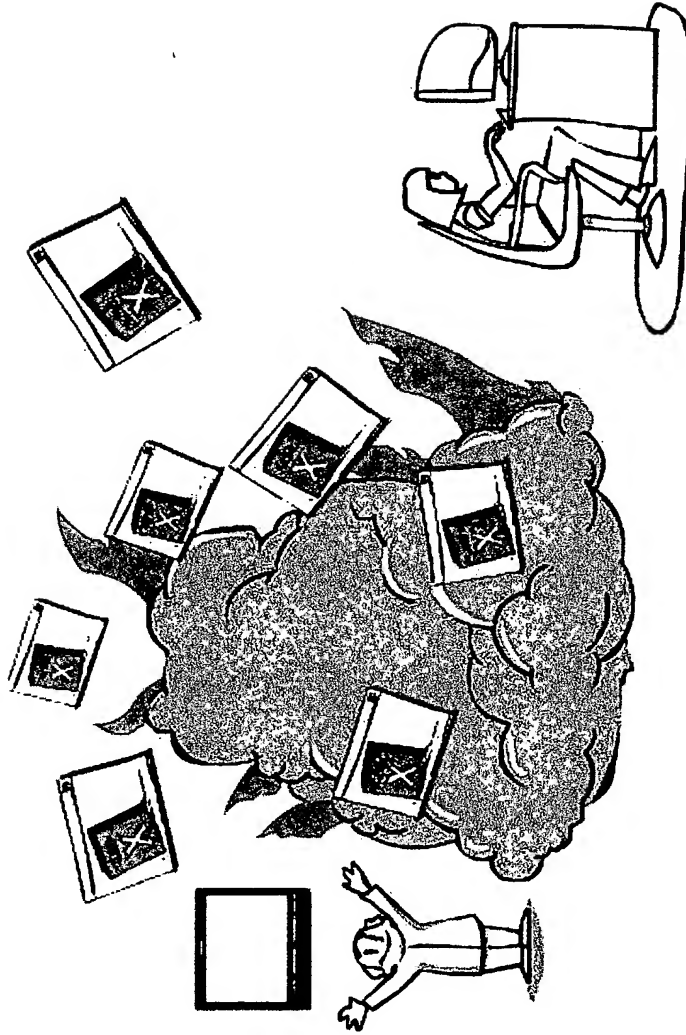


Fig. 53C7

970/1046

...and communicate the essence  
and character of their brands  
directly to the consumer.

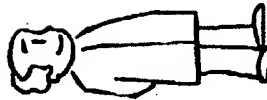
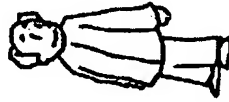
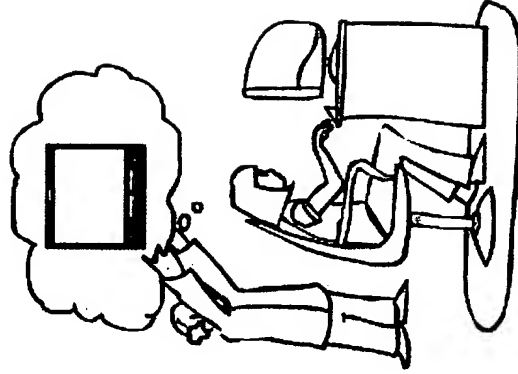


Fig. 5300

10/1

# Building Your Own BKS Network

971/1046

fig. 53 D1

21

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Each ad, promotion or other brand building resource you place on the web has a unique address on the World Wide Web specified by a Uniform Resource Locator or URL.

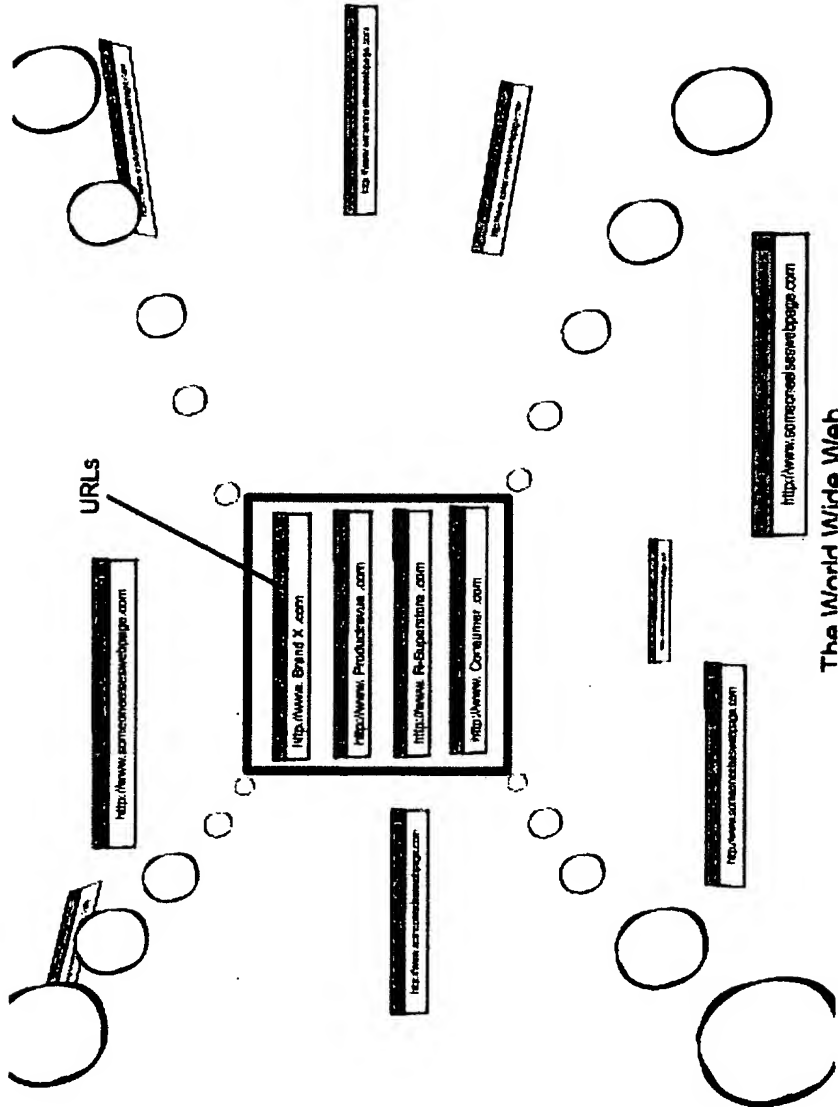


Fig. 53D2

973/1046

Each of your products has three unique identifiers: a Trademark, a Universal Product Number (UPN) and a Product Descriptor.

Together, they form a Product Data String.

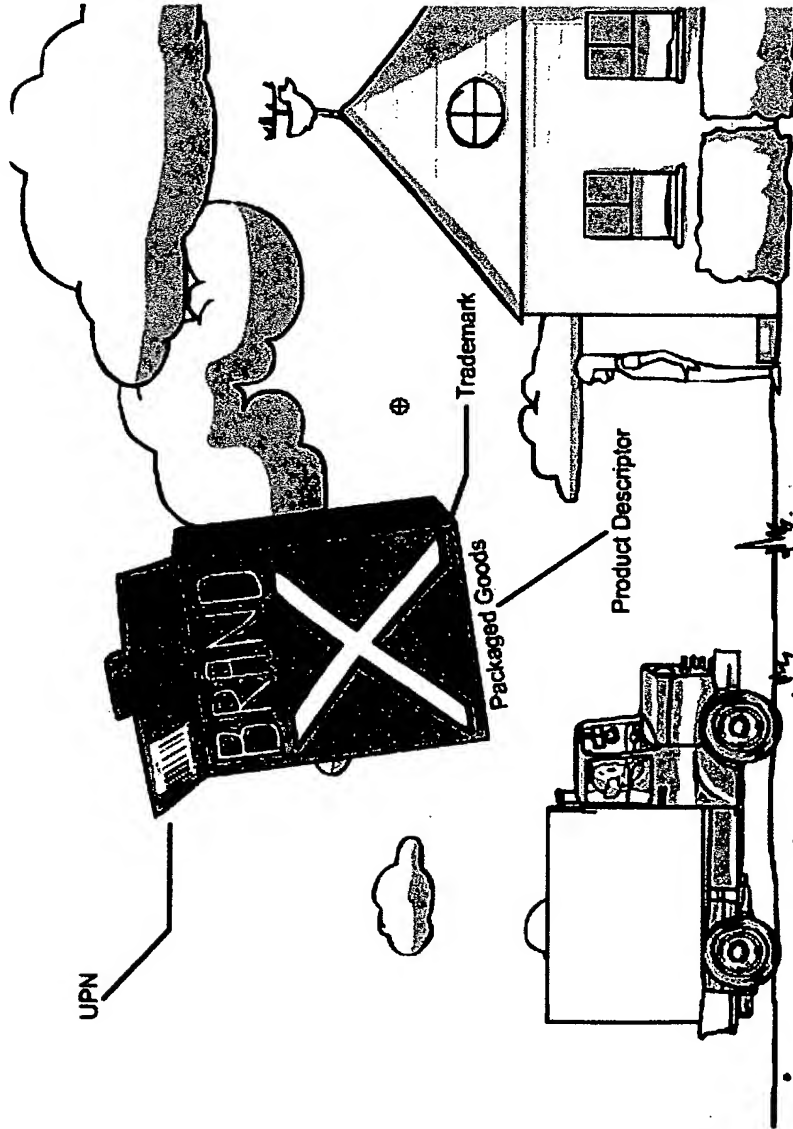


Fig. 53D3

974/1046

25

Branded services also have three unique identifiers: a Universal Service Number (USN), a Service Mark (SM) and a Service Descriptor (SD).

Together, they form a Service Data String.

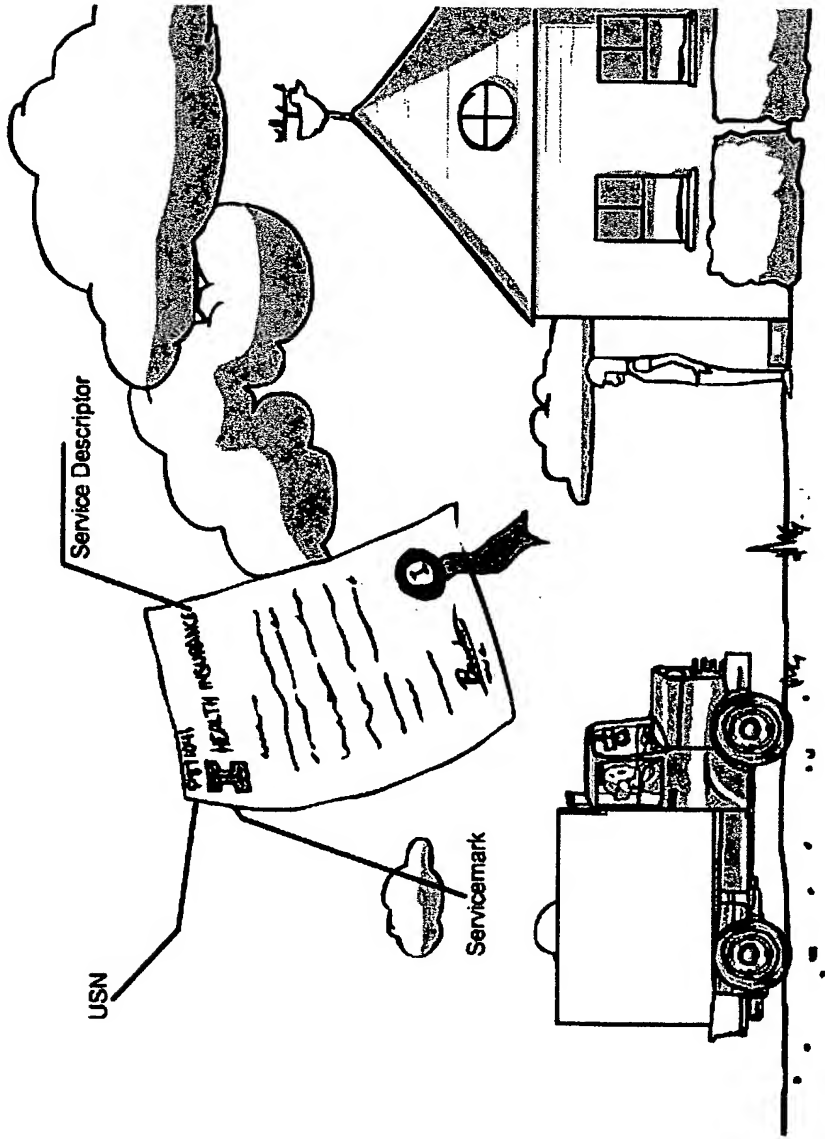


Fig. 53D4



975/1046

88

Brandkey's revolutionary network  
enables you to attach the  
Uniform Resource Locators (or  
URLs) of your brand-building  
resources on the Web, to these  
Product or Service Data Strings.

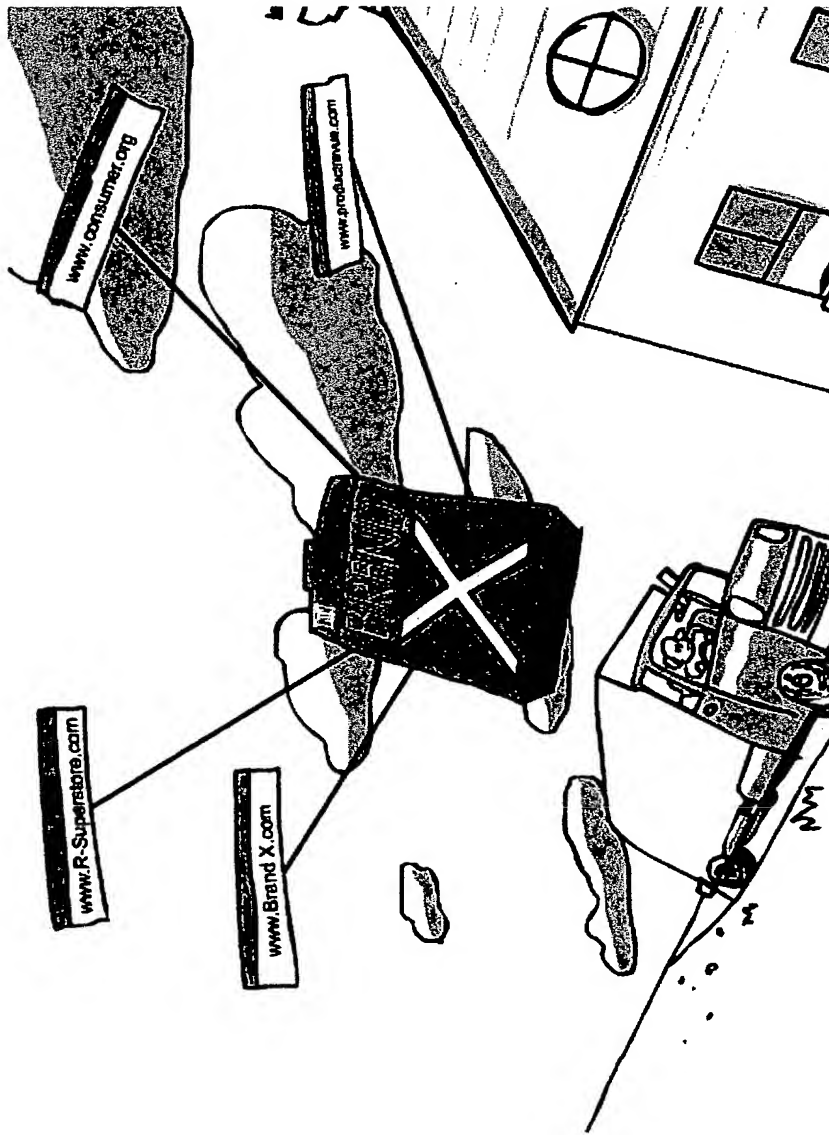


Fig. 53D5



## Brand Management and Marketing Communication Network

Brandkey Systems ◀ Brandkey Create ◀ Brandkey Deliver ◀ Brandkey Advetise ◀ Brandkey Promote ◀

You can easily create, deploy, modify and manage a Multi-Mode Virtual Kiosk at your own computer, using the following five network components...

976/1046

Fig. 53D6

#



Brand Management and Marketing Communication Network

Brandkey Systems ▾ | Brandkey Create ▾ | Brandkey Deliver ▾ | Brandkey Advise ▾ | Brandkey Promote ▾

Brandkey Systems enables you to track and manage the users and brands on your Multi-Mode Virtual Kiosks.

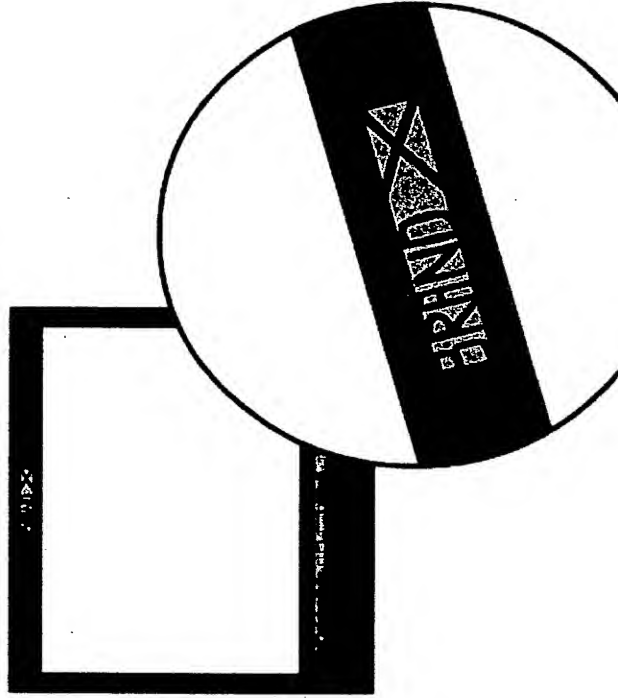


Fig. 53D7

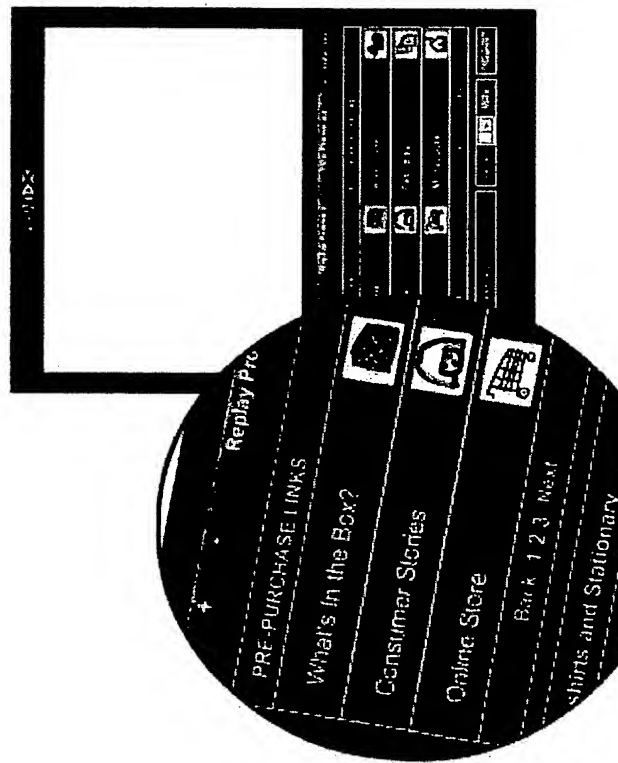
977/1046

38

**Brandkey**  
.....create

Brand Management and Marketing Communication Network

Brandkey Systems < Brandkey Create < Brandkey Content < Brandkey Advertising < Brandkey Promotion <



In Brandkey Create, you select the links that consumers will see in the Ad, Promo or Brand Information Network Display modes.

970/ 1046

fig. 53DB

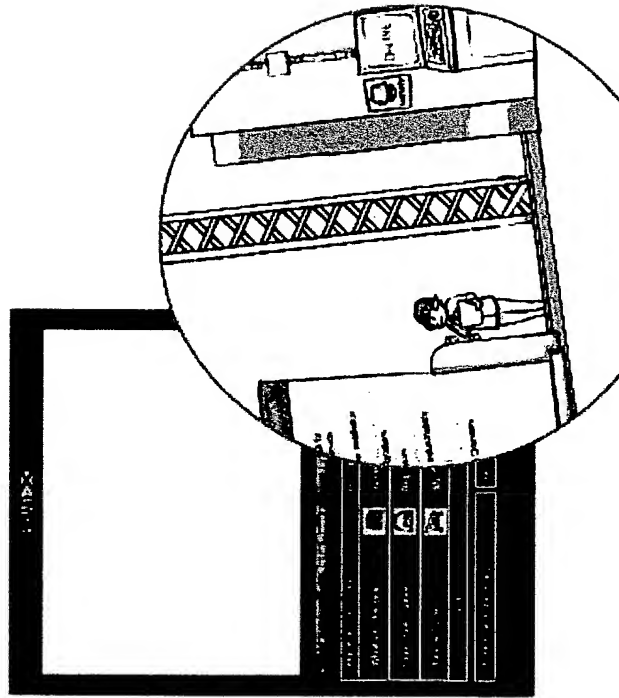
39



## Brand Management and Marketing Communication Network

Brandkey Systems < Brandkey Create < **Brandkey Deliver** < Brandkey Advertise < Brandkey Promote <

Brandkey Deliver is the place where you actually set the kiosk in motion. In a few simple steps, you can create, deploy and install the kiosk.



979/1046

fig. 53D9

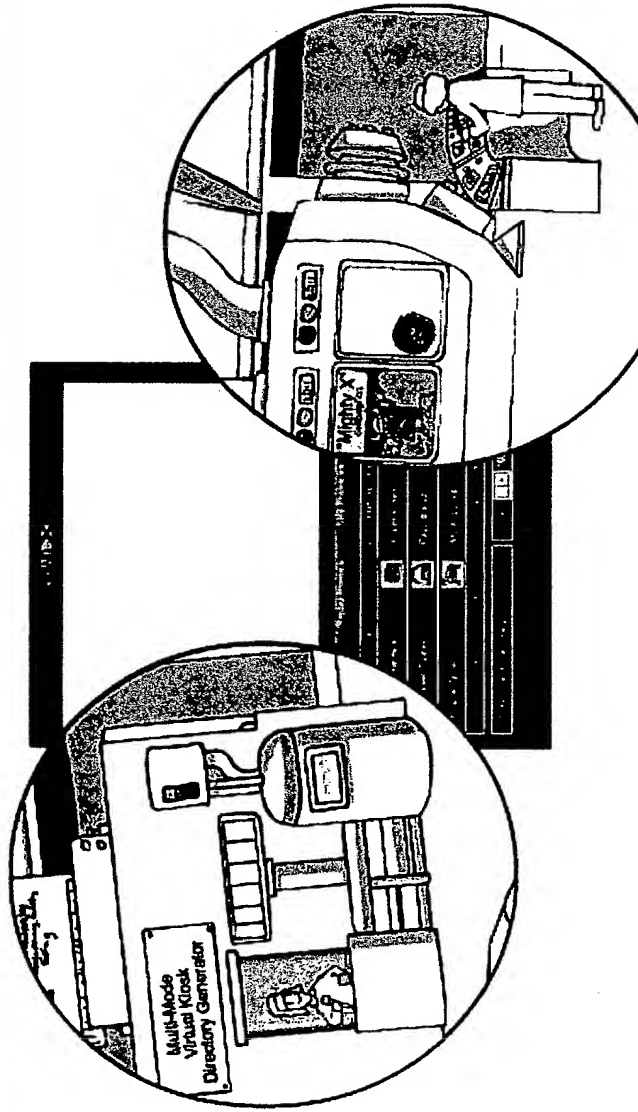
38



## Brand Management and Marketing Communication Network

Brandkey Systems < Brandkey Create < Brandkey Deploy < Brandkey Advertise < Brandkey Promote >

Brandkey Advertise and Brandkey Promote enable you to program and update your ad spots and latest sales promotions on the Web quickly and easily.

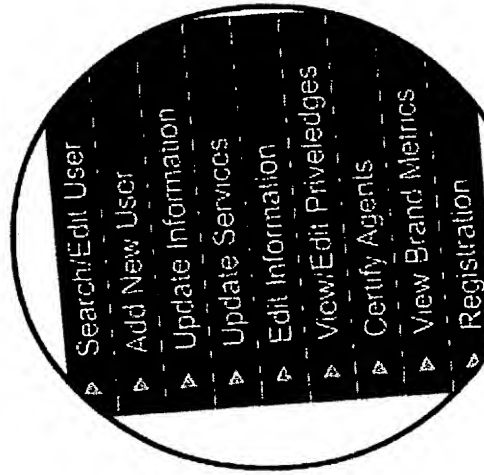


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Fig. 53D10

~~Fig. 53D10~~

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
Search/Edit User				
Add New User				
Update Information				
Update Services				
Edit Information				
View/Edit Privileges				
Certify Agents				
View Brand Metrics				
Registration				



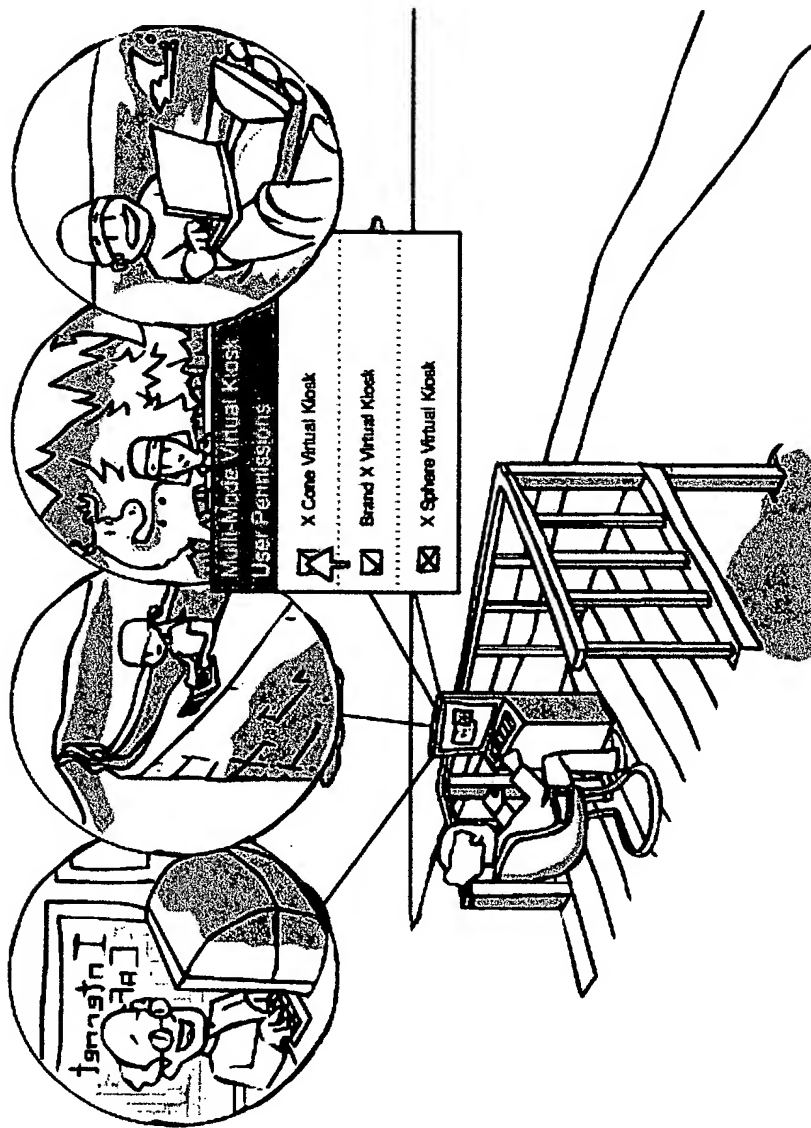
Systems enables users to perform a range of management and administration functions.

You decide who can create content for the kiosks.

901/1046

Fig. 53D11

72



You can track the activities of both team members and outside agents whom you've given the right to place advertising and promotion spots on the Multi-Mode Virtual Kiosks.

You can shut down any display you don't like.

982/1040

Fig. 53D12

23



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In Systems, you can also monitor and measure consumer activity on the kiosks.

You can find out how consumers rated the effectiveness or usefulness of an ad or resource, or identify potential new customers based on who downloads your kiosk.

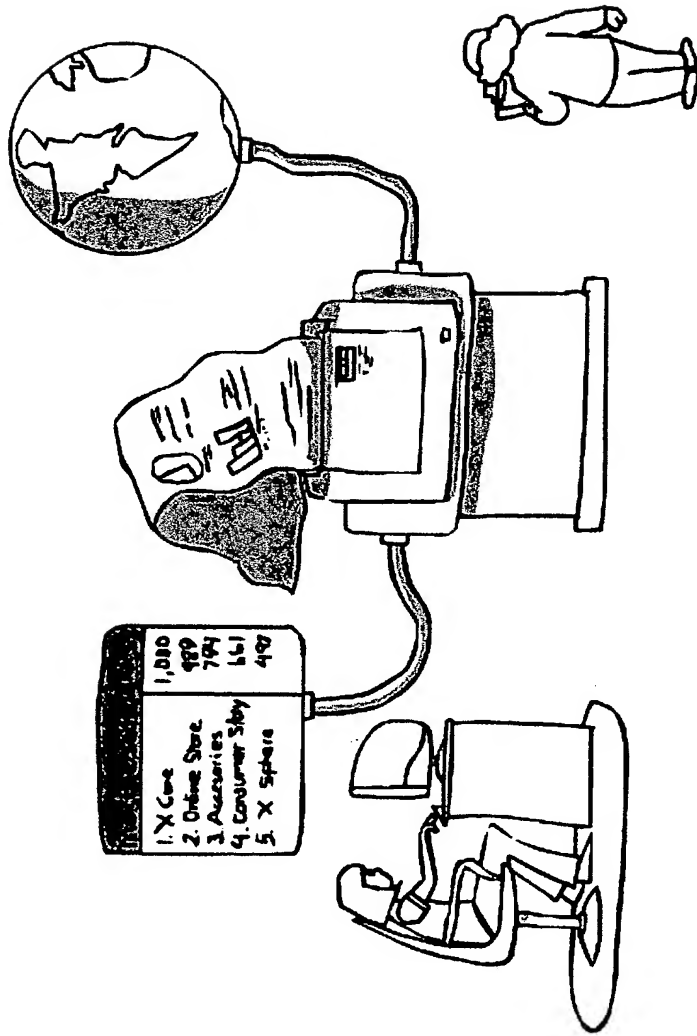


FIG. 53D13

**Brandkey**  
create

Brand Management and Marketing Communication Network

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
	▶ Select Brand Entity			
	▶ Configure Control Panel			
	▶ Manage Data Strings			
	▶ Manage Data Links			
	▶ Manage Info Resources			

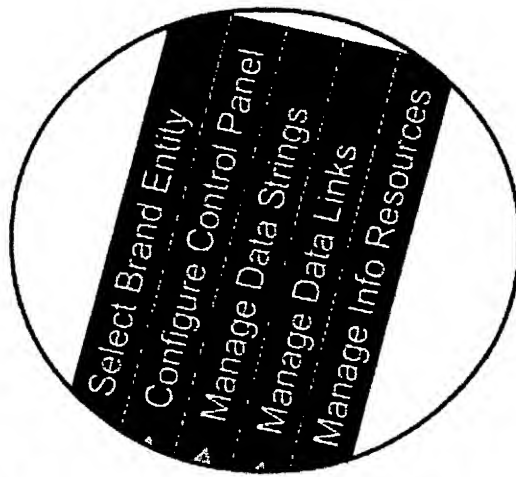


FIG. 53D14

984/1046

48

You begin by creating a data string for  
your brand by entering the UPN or USN,  
trademark and product descriptor...

905/1046

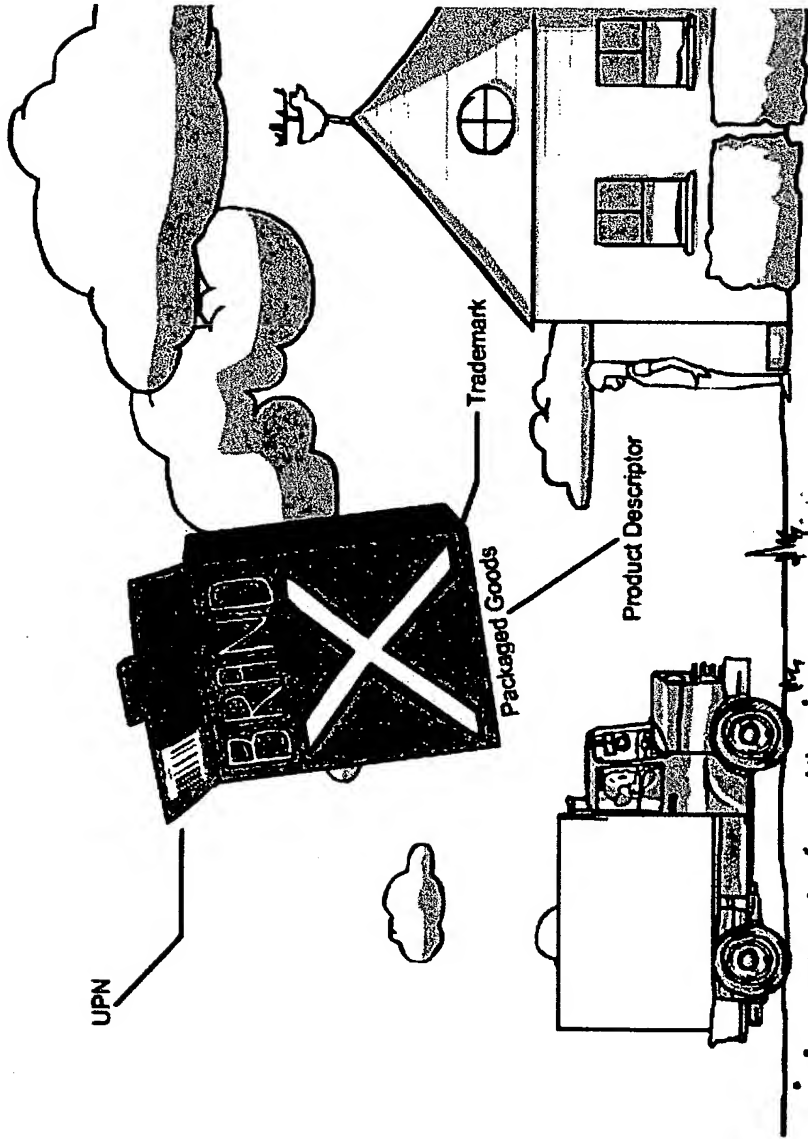


FIG. 53D15

49

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You can enter this information  
manually or ...

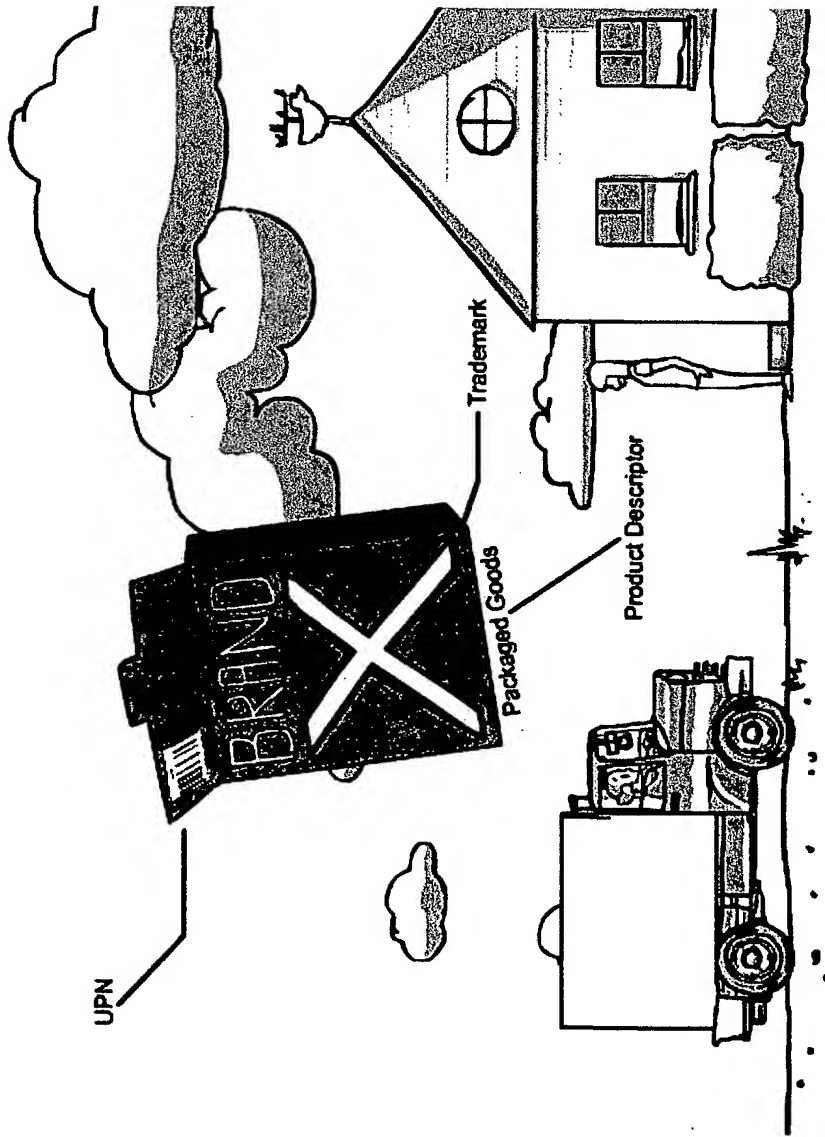


Fig. 53D16

#

987/1046

18

...automatically import it using  
Brandkey's Import Data Strings  
function.

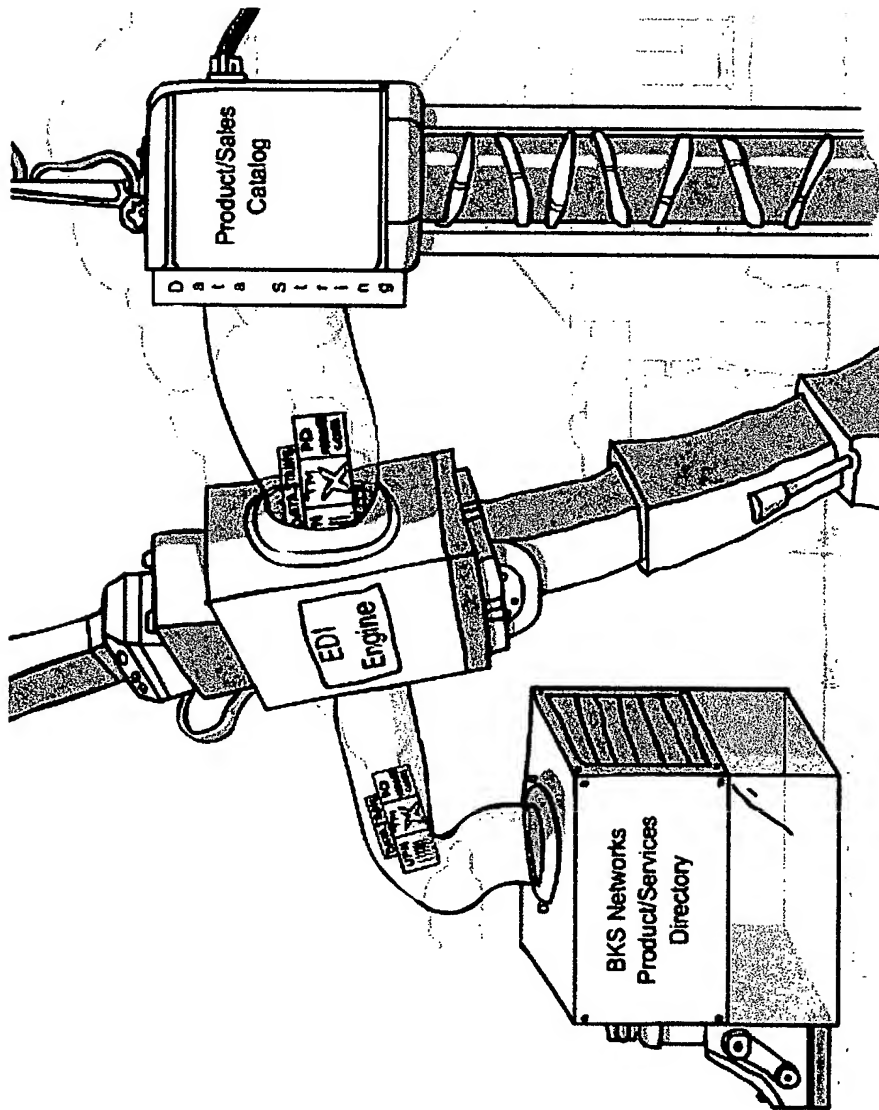


FIG. 53D17

Then you decide which ad,  
promo or other brand  
building links (or URLs) you  
wish to attach to the Data  
String on your Multi-Mode  
Virtual Kiosk.

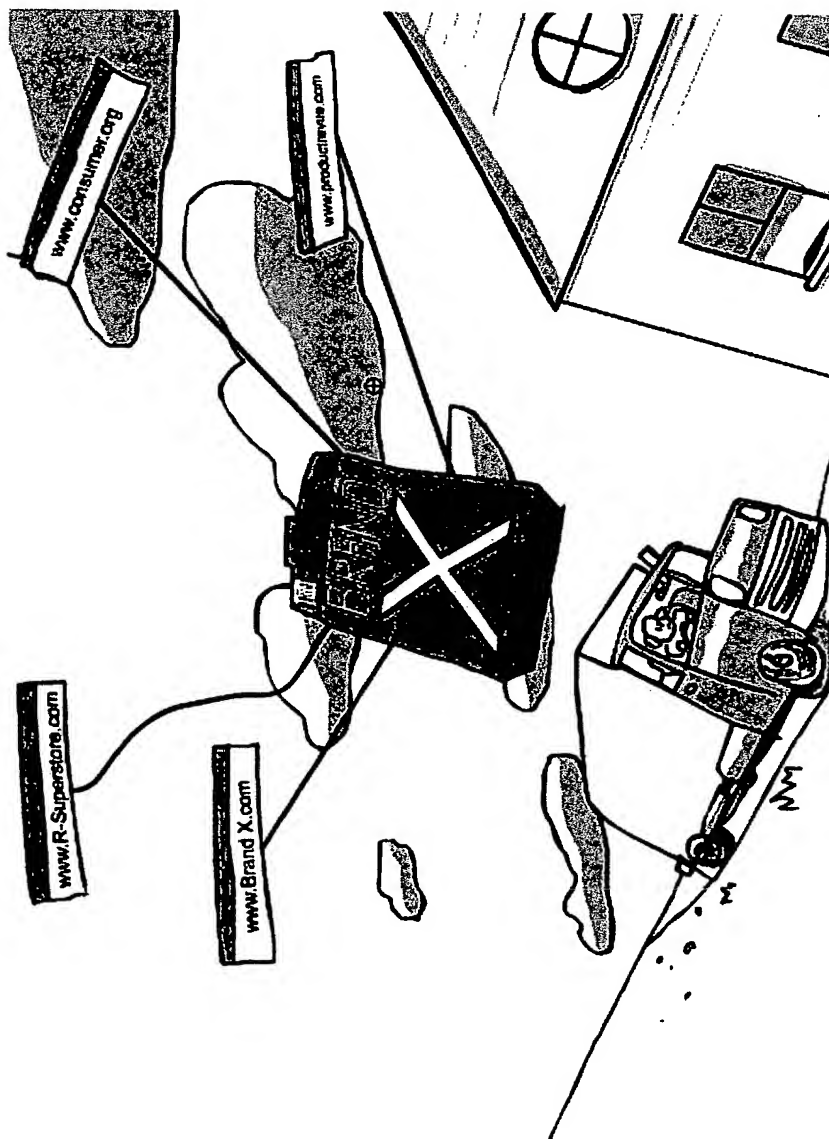


Fig. 53D18

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989/1046

To help reinforce the essence and character of the brand, Brandkey Create allow you to design a display schema which presents the brand information resources in the network.

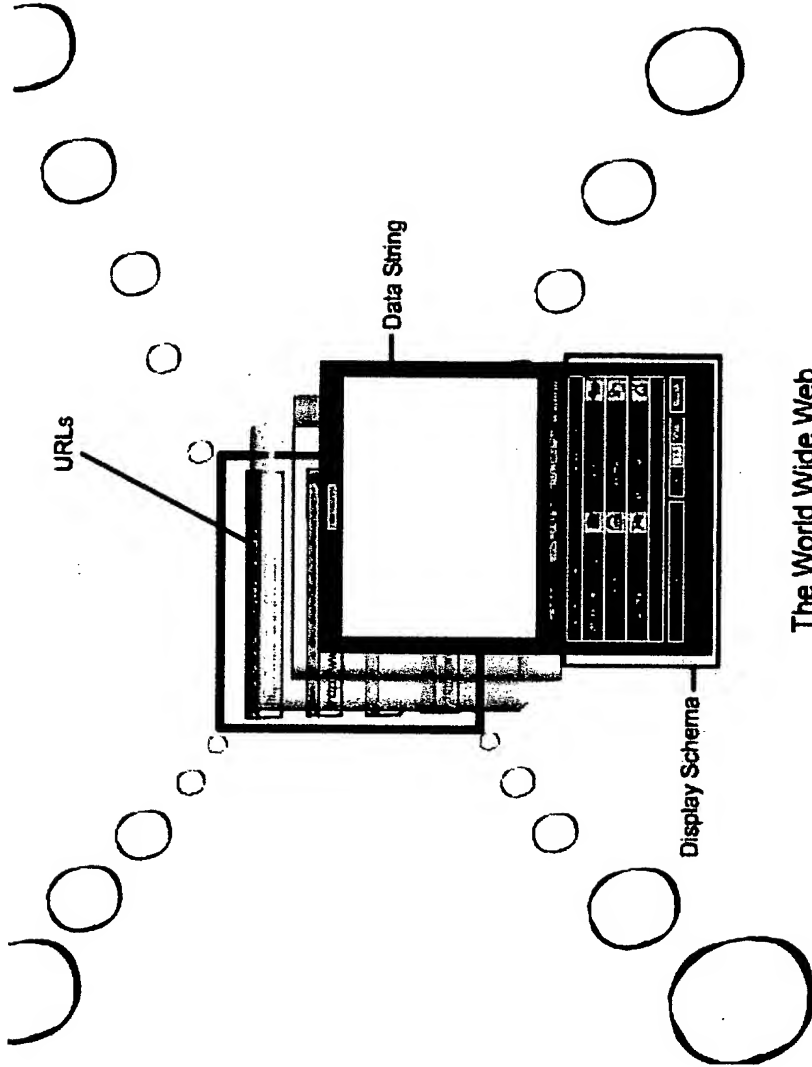


Fig. 53D19

80

990/1046

Once you've created the content that will appear on the kiosk, you can simply and quickly preview the composite brand image likely to be projected by the Brand Information Network.

Using the 'test link' feature, IT managers can ensure that an ad spot or other link loads quickly.

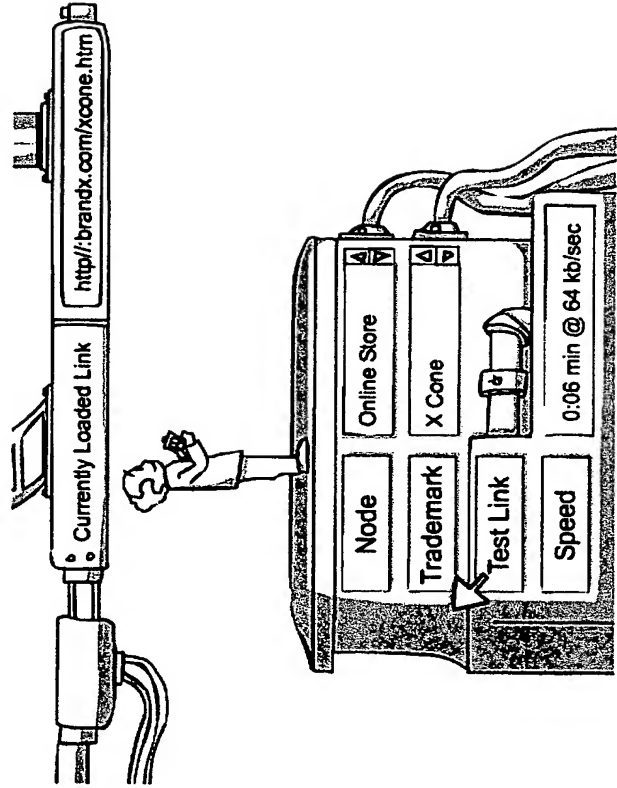
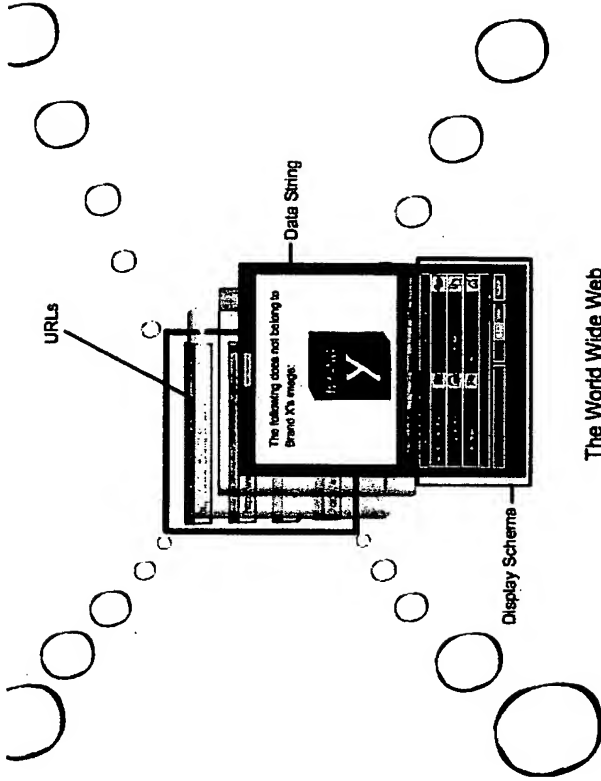
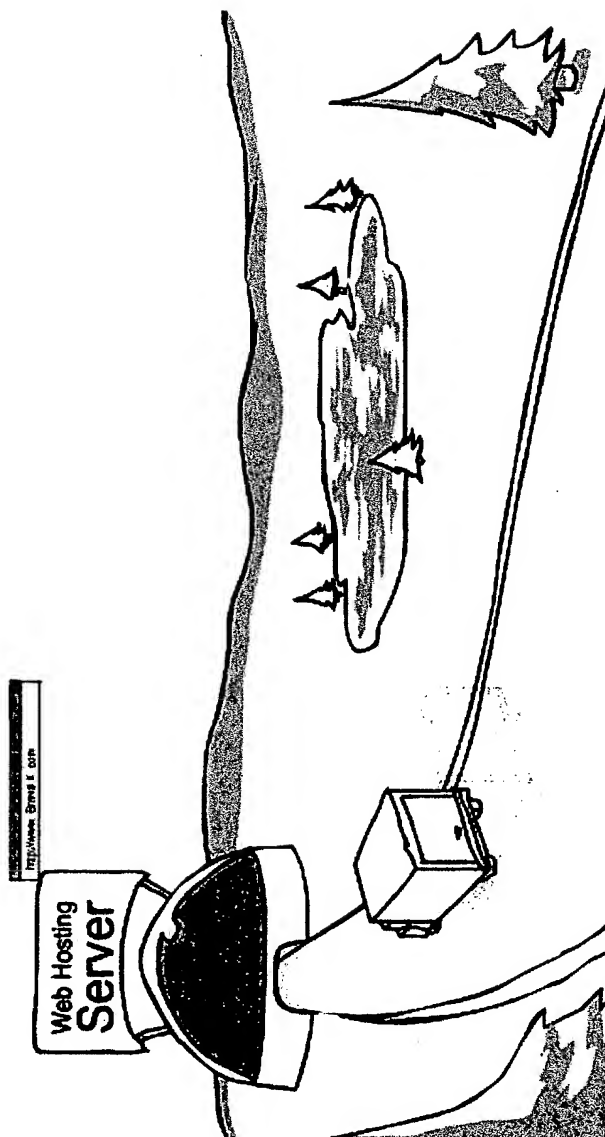


Fig. 53D20



Brandkey Create also includes easy-to-use tools that enable brand management teams to host content on the Web as well.



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Fig. 53D21

992/1046

Along with its other benefits, Brandkey can be a very useful tool to manage your brand online.

When you wish to change information about your brand, Brandkey will automatically synchronize the information on both the supply and demand sides of the chain.

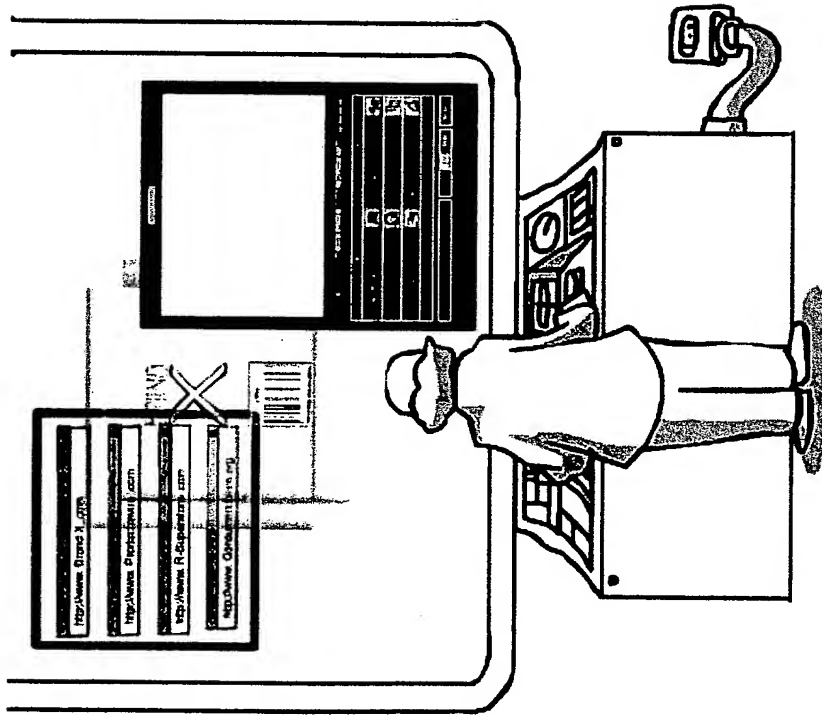


Fig. 57D22

Multi-Mode Virtual Kiosks come in a variety of types and sizes designed for the special needs of your trading partners..

Your Multi-Mode Virtual Kiosk can feature one product or several products.

Services can be showcased in a special manner.

Retailers can create kiosks that present multiple vendors, without overwhelming their own brand.

Corporate and industry-specific kiosks are yet other types of Multi-Mode Virtual Kiosks.

Types of Multi-Mode Virtual Kiosks

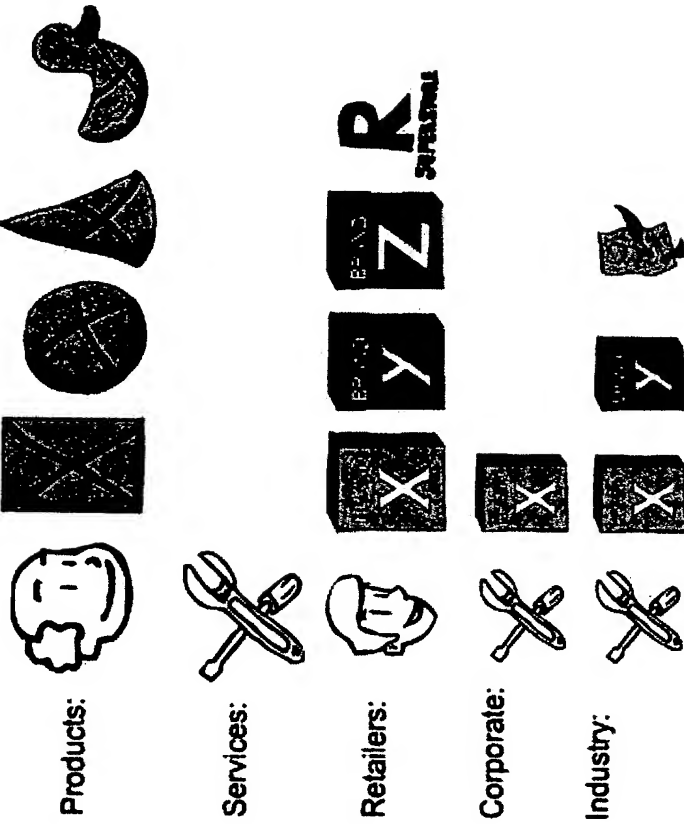
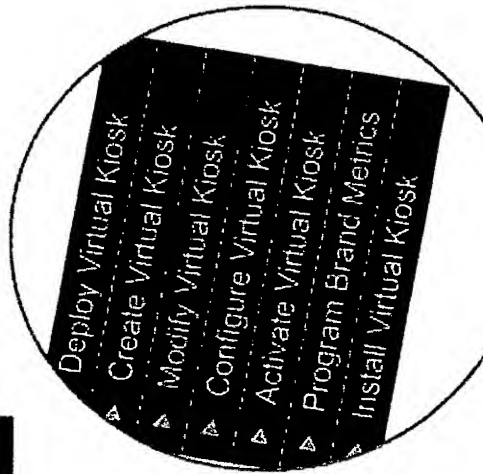


Fig. 53D23



Brand Management and Marketing Communication Network

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
		▶ Deploy Virtual Kiosk		
		▶ Create Virtual Kiosk		
		▶ Modify Virtual Kiosk		
		▶ Configure Virtual Kiosk		
		▶ Activate Virtual Kiosk		
		▶ Program Brand Metrics		
		▶ Install Virtual Kiosk		



In Brandkey Deliver, you set the kiosk in motion. You can rapidly configure, deploy and install a Multi-Mode Virtual Kiosk in as little as ten minutes.

994/1046

Fig. 53D24

33

995/1046

You generate a Multi-Mode Virtual Kiosk  
by following a few simple steps:

- Configure
- Create
- Deploy
- Activate

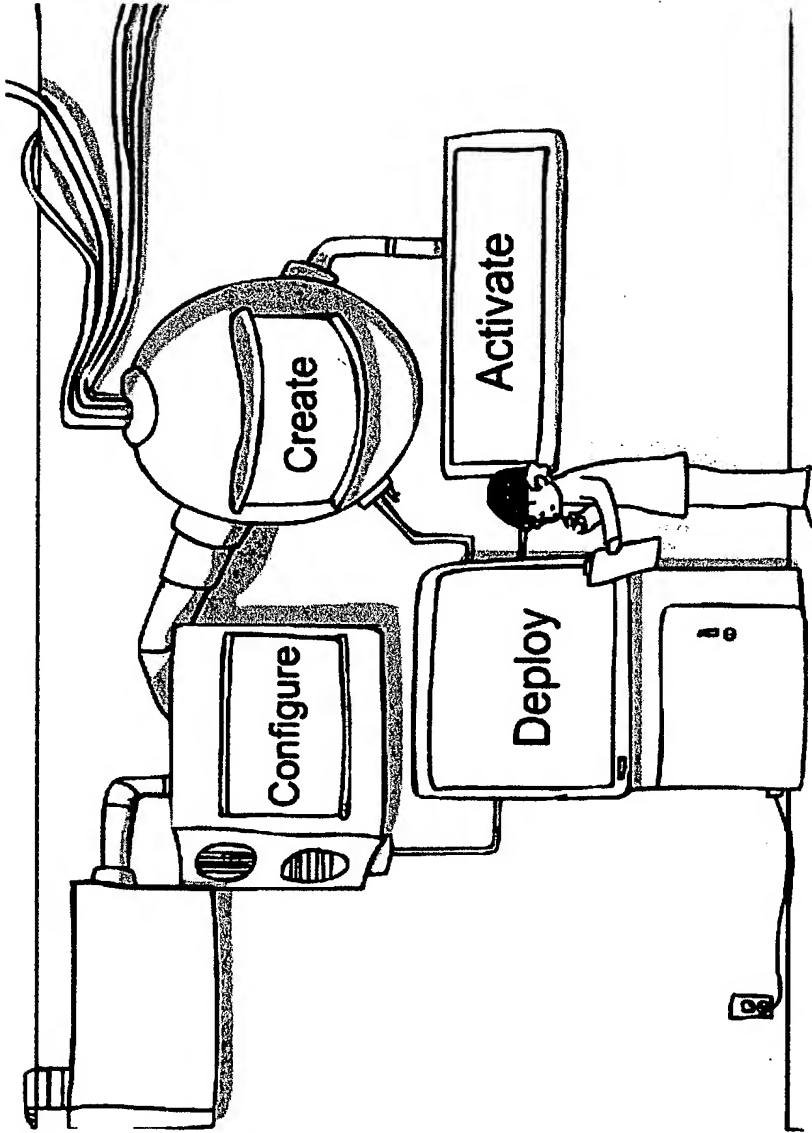


Fig. 53D25

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You begin by configuring the Multi-Mode Virtual Kiosk. Select the modes and installers, and define the domains where the Multi-Mode Virtual Kiosk can and cannot be installed.

Here you can ensure that your kiosks will not appear on a competitor's site, for example.

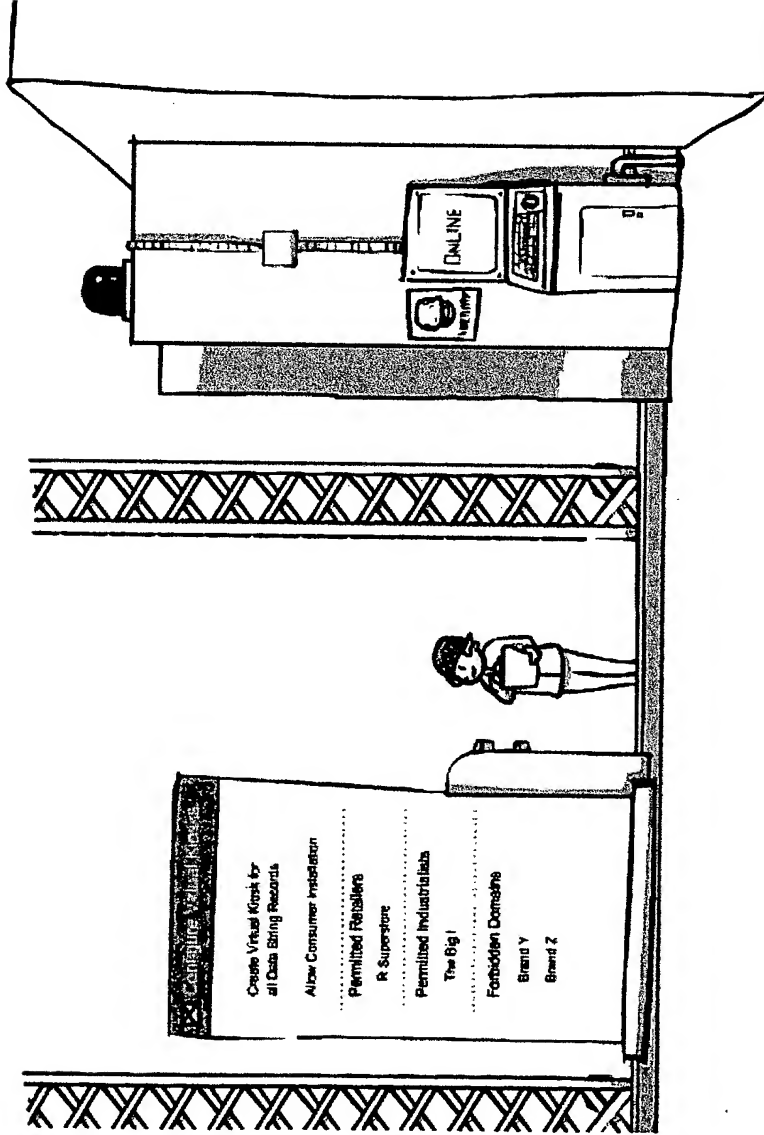


Fig. 53026

997/1046

You then can determine the look and feel of the Multi-Mode Virtual Kiosk by choosing colors, wallpaper, textures, etc.

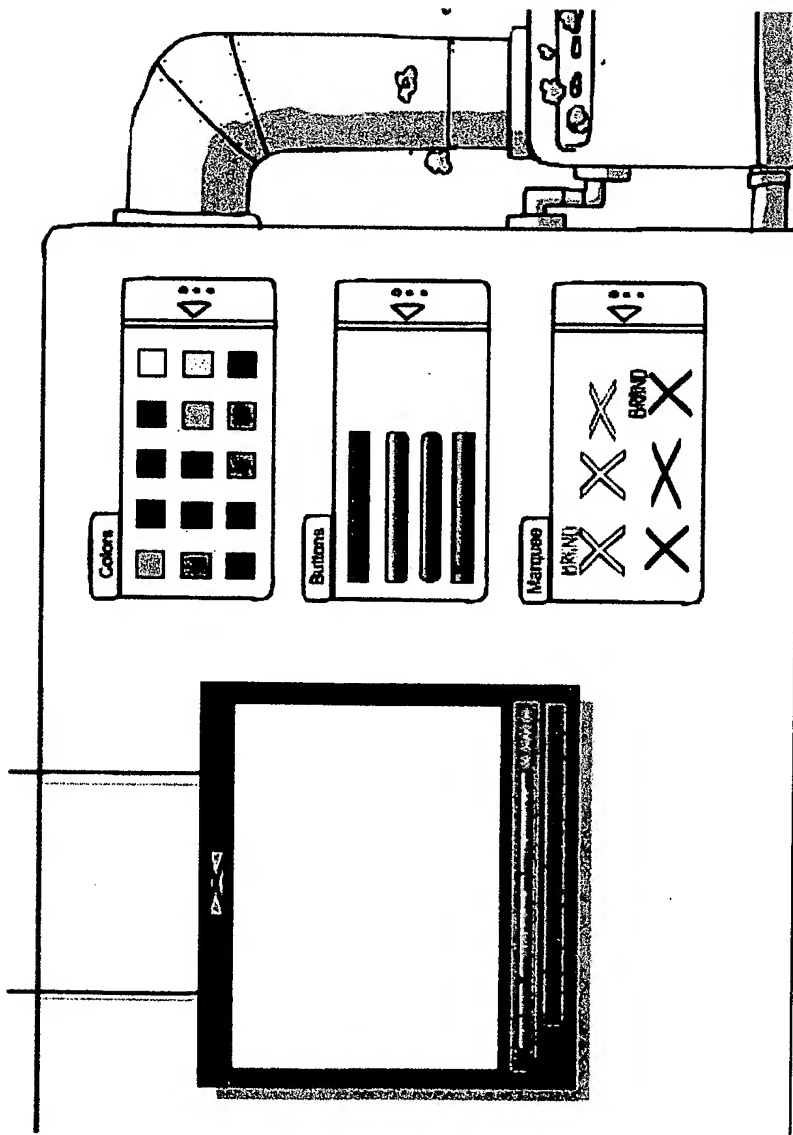
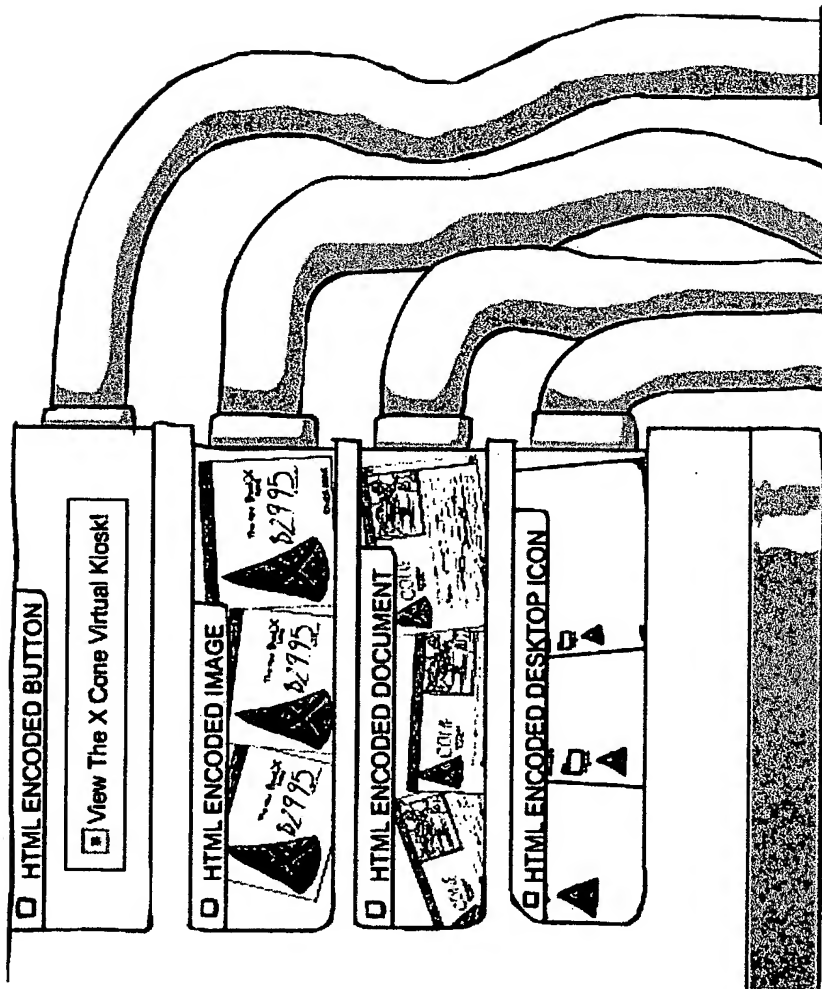


Fig. 53D27



In step three, deployment, you decide which launch environments you want...

Will the Multi-Mode Virtual Kiosk be a link embedded in an email to prospective customers?

A link in a registration package for new customers?

990/ 1046

Fig. 53D28

53



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68

... or an image of a product  
that consumers might click  
on while shopping on an  
e-commerce site.

You can provide this image  
or you can insert the Default  
Brandkey button when you  
do not have an image.

**TRY the NEW X Cone!**

It delivers all the punch of the original Brand X,  
but in a new fancy shape!

**Product Features**

- Enjoy it's pointiness
- marvel at how orange it is.
- be the envy of those guys still using boxes!
- no assembly or batteries required
- easily accessorized with other Brand X products
- 1 year limited warranty
- Now with a patented soft-sharp technology to prevent injury
- plus, many other benefits

Fig. 53229

1000 / 1046

10

The kiosk could even be a link in a fact sheet that consumers find while browsing on the brand's website...

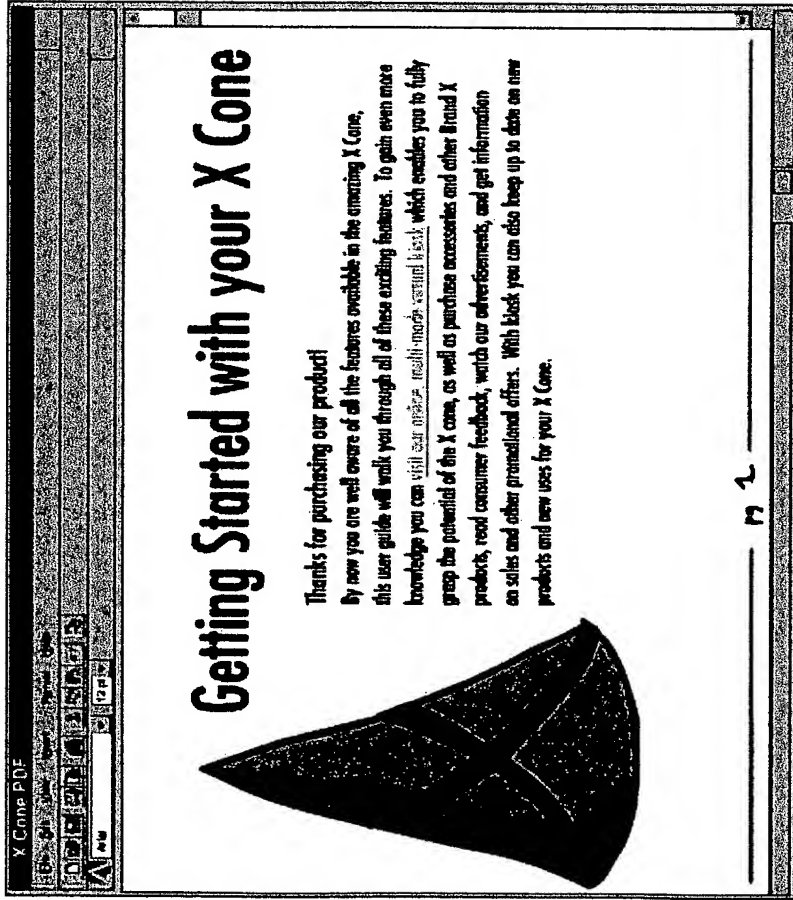


FIG. 53D 30



My Documents



My Computer



Internet



X Cone



Trash

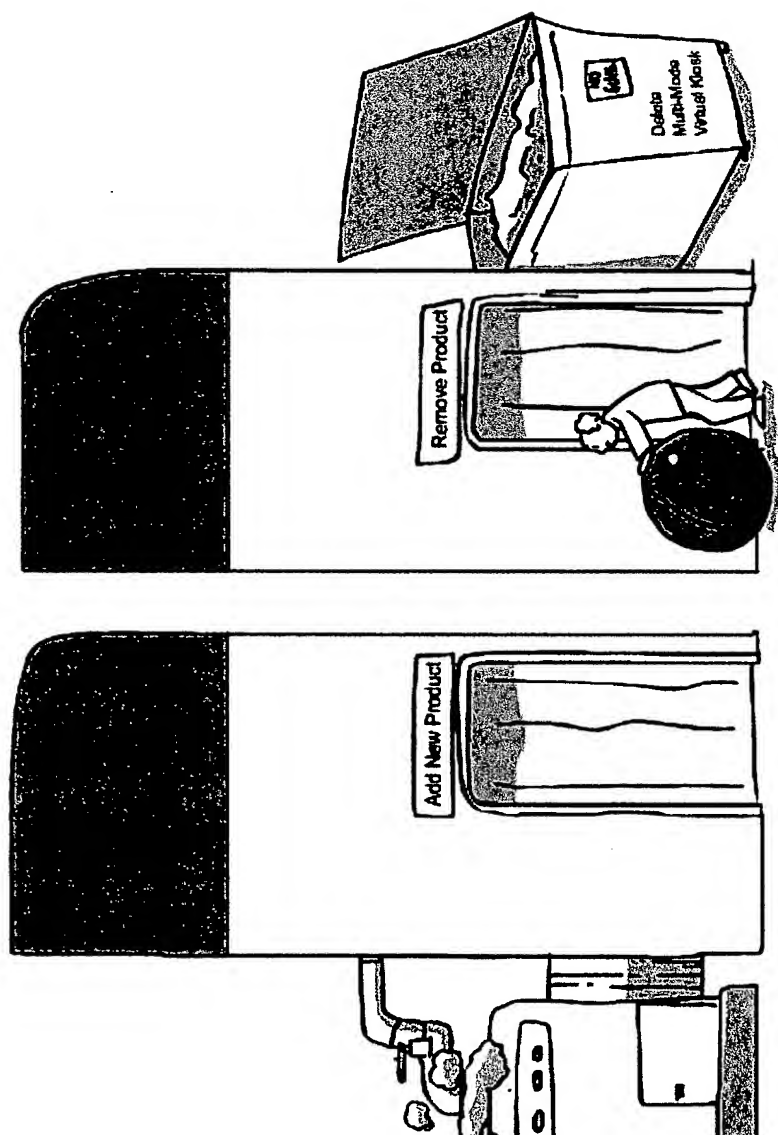
... or a desktop icon which  
consumers can quickly  
install on their computer  
desktops, and launch  
anytime they want the latest  
sales or other information  
about the brand.

1001/1046

fig. 53D31

52

It is easy to update or  
otherwise modify the images  
or information on the Multi-Mode  
Virtual Kiosks.



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Fig. 53D32

48

Once deployment is complete, the Multi-Mode Virtual Kiosk is catalogued on a web server.

1003 / 1046

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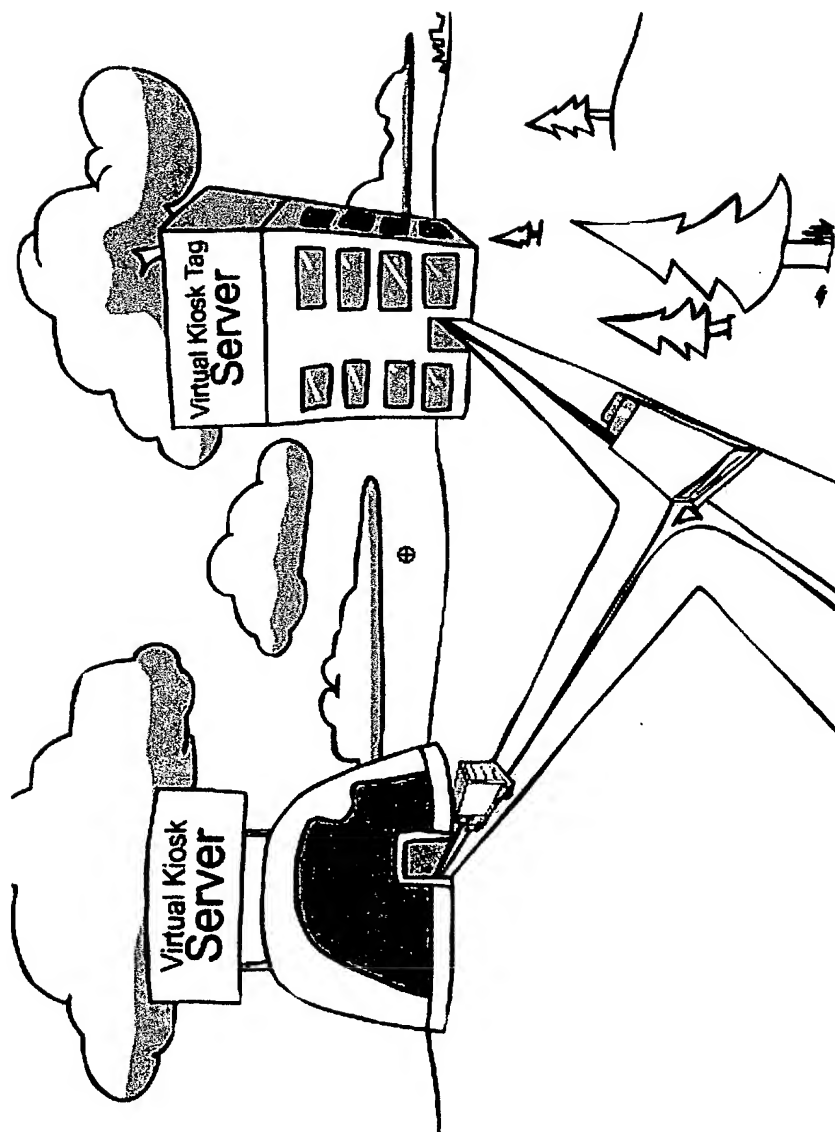


Fig. S3D33

1004/1046

Your kiosk receives a 'tag', or launch button, which you or your agents can embed throughout the Internet.

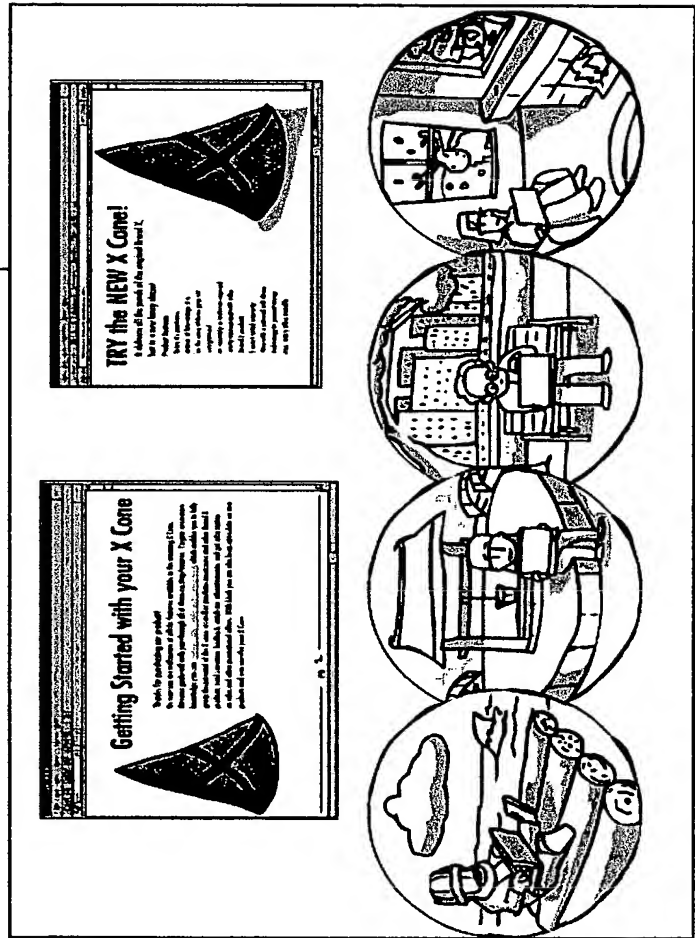
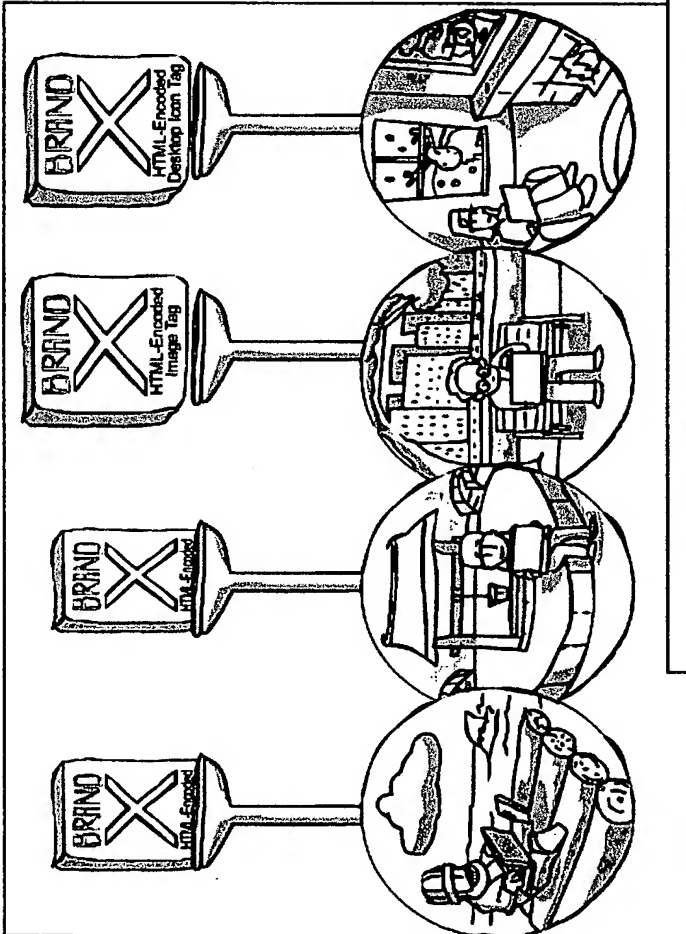
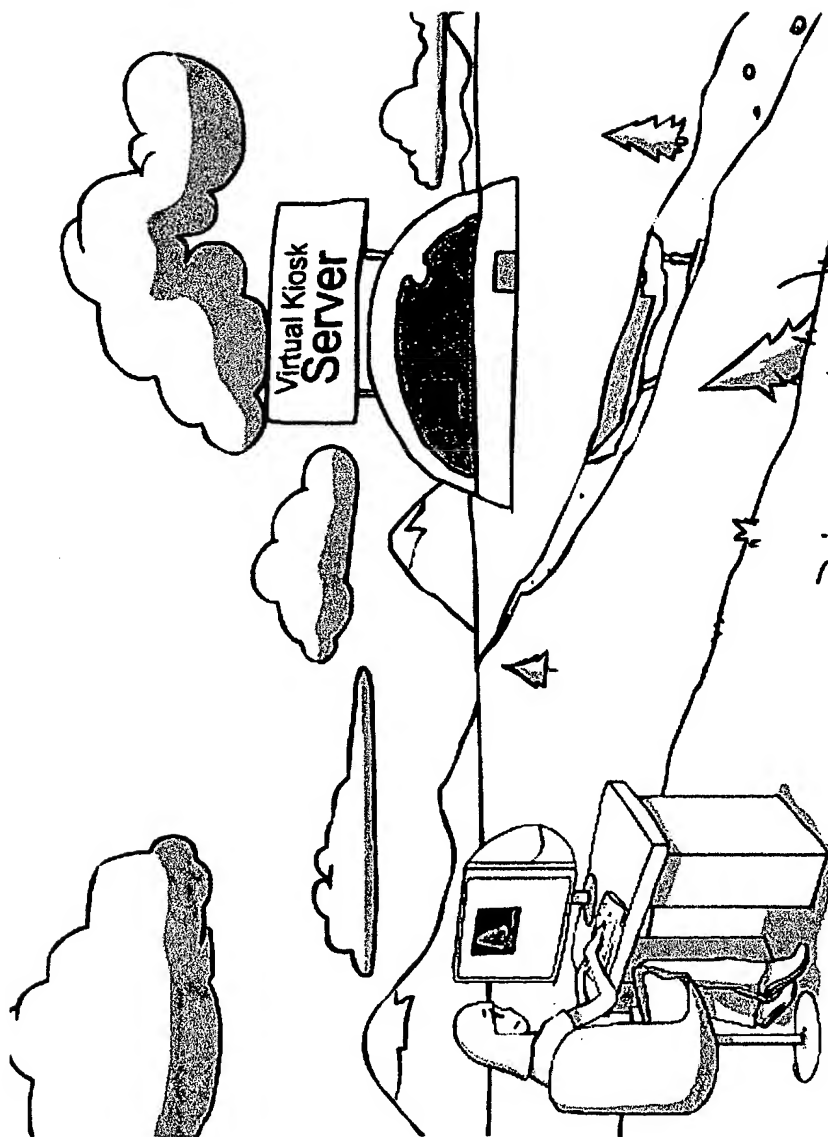


Fig. 53D34

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Then, when a consumer clicks on a tag  
you have embedded somewhere along  
the fabric of the Web....

... your Multi-Mode Virtual Kiosk  
launches from the Brandkey Server, and  
appears on the consumer's web-enabled  
computer.



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Fig. 53D35 ~~00~~

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Once consumers launch your Multi-Mode Virtual Kiosk, it automatically plays through its three display modes, inviting them to interact with ad spots, promotional spots, and a rich network of brand-building information.

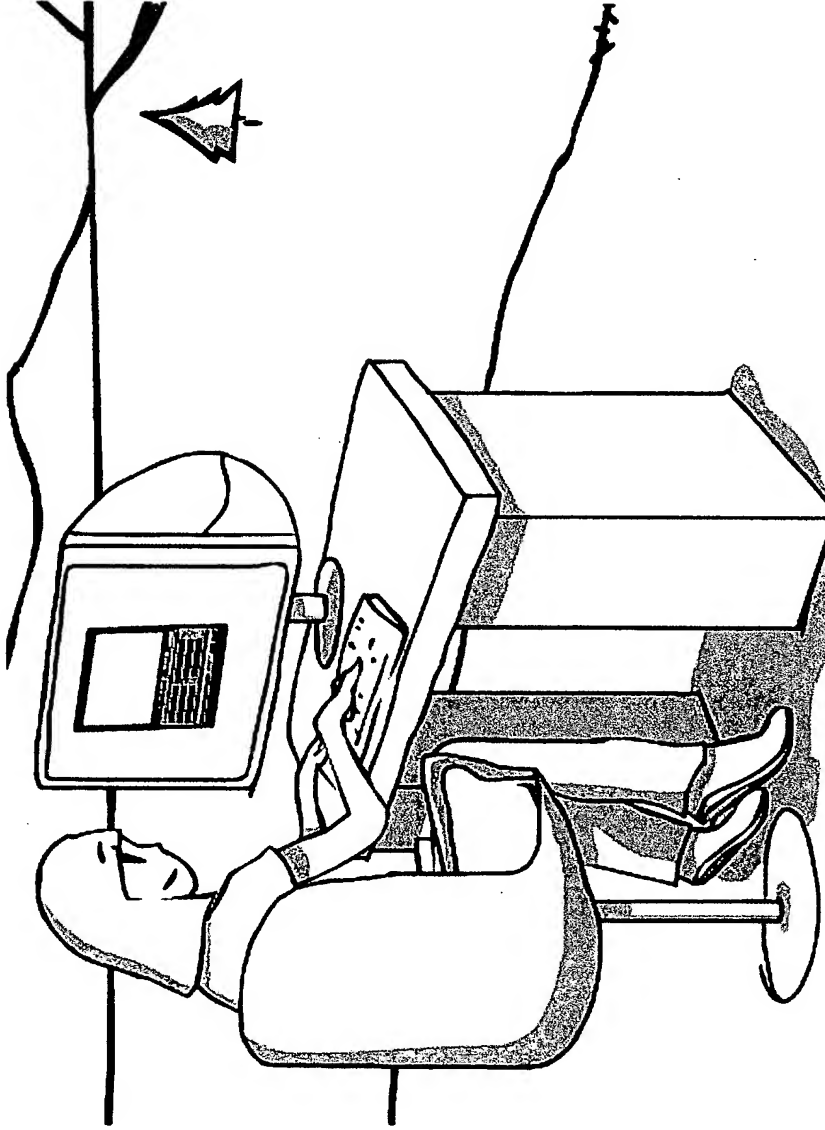


FIG. 53D36

8



Brandkey also allows you to quickly measure the interaction between consumers and Multi-Mode Virtual Kiosks.

For example, you can ask consumers to rate from 1 - 5 how useful a link was to them.

Brandkey can generate detailed reports to help you analyze the effectiveness of your brand- building campaigns.

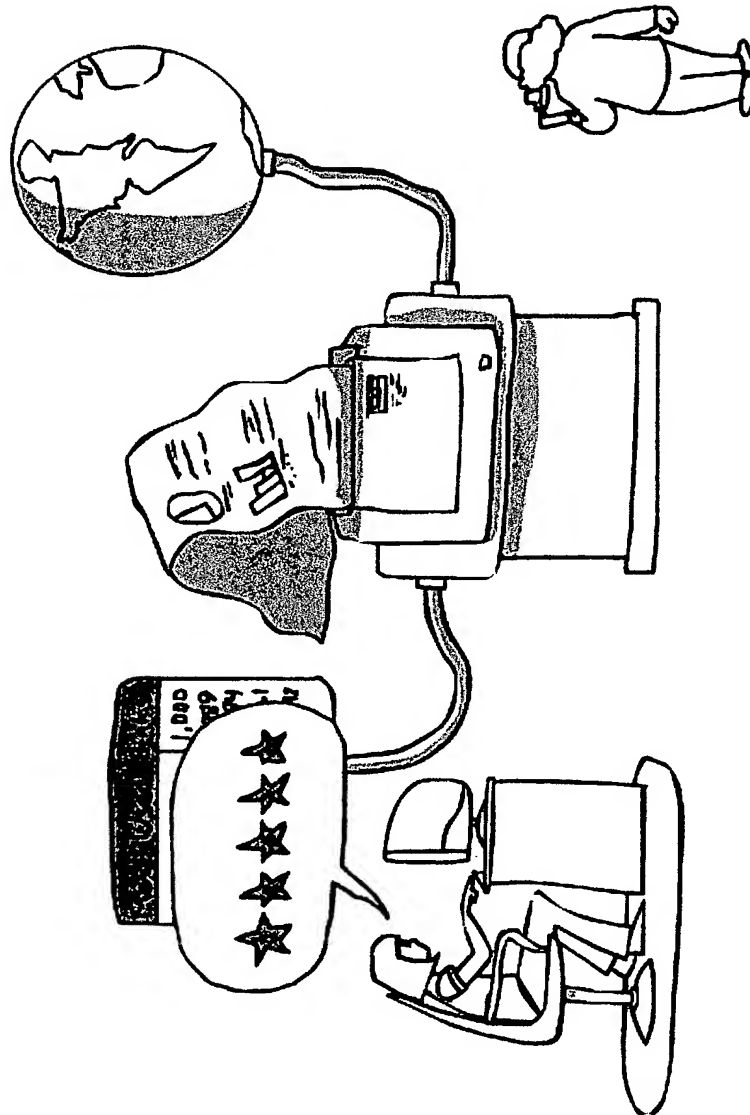


Fig. 53D37

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Brandkey also simplifies  
the challenge of managing  
online advertising and  
promotion campaigns  
with Brandkey Advertise  
and Brandkey Promote.

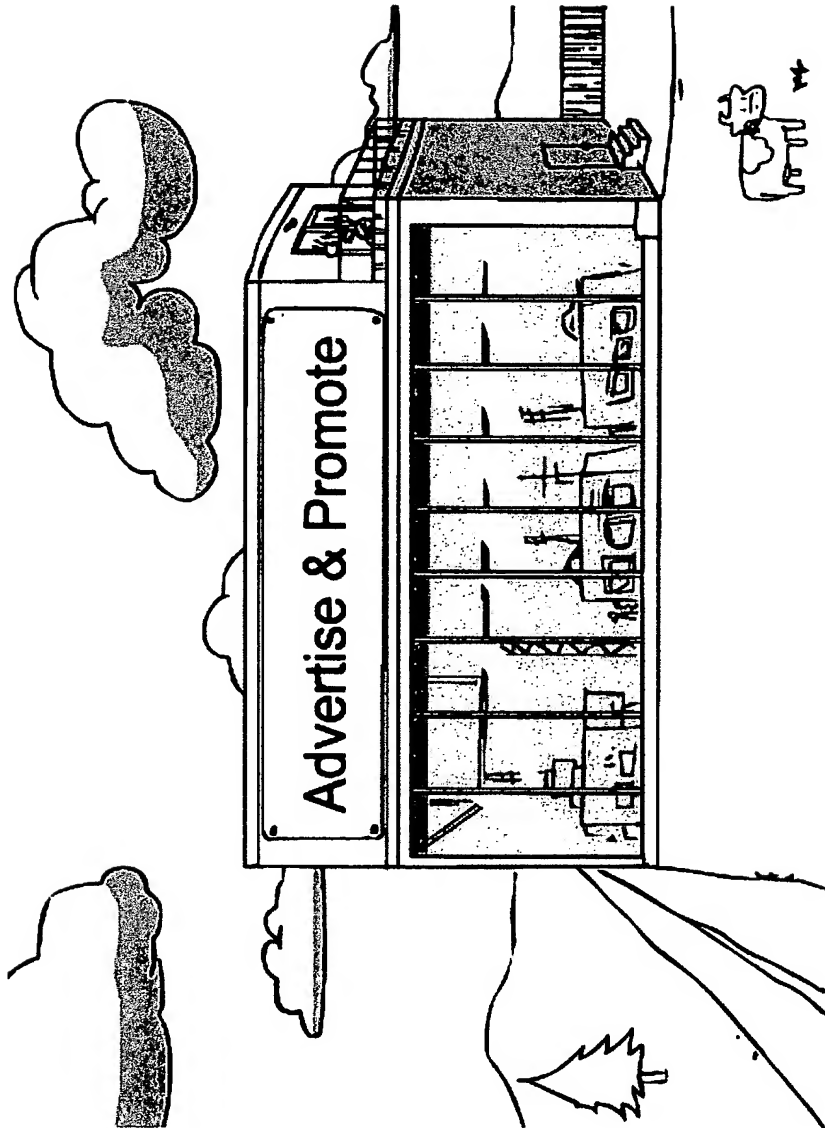
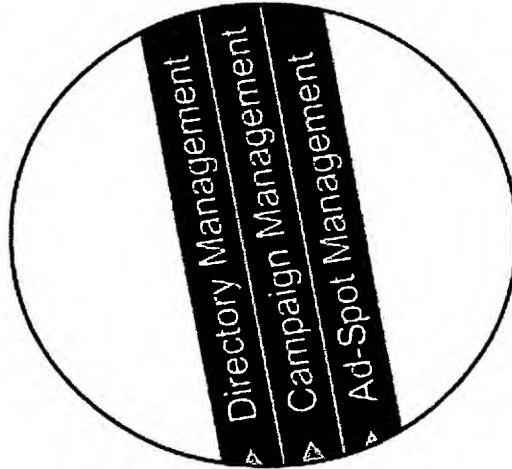


Fig. 53D 38

**Brandkey**  
advertising

Brand Management and Marketing Communication Network

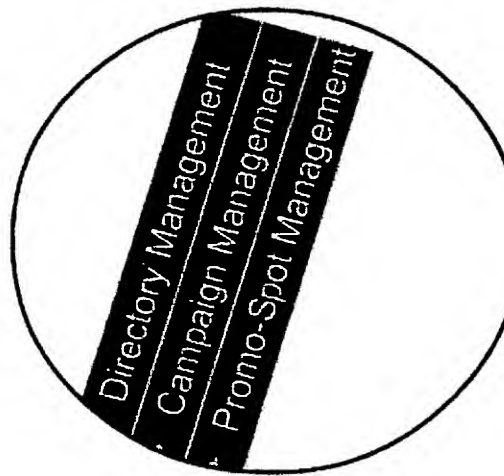
Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
			▶ Directory Management	
			▶ Campaign Management	
			▶ Ad-Spot Management	



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fig. 53739

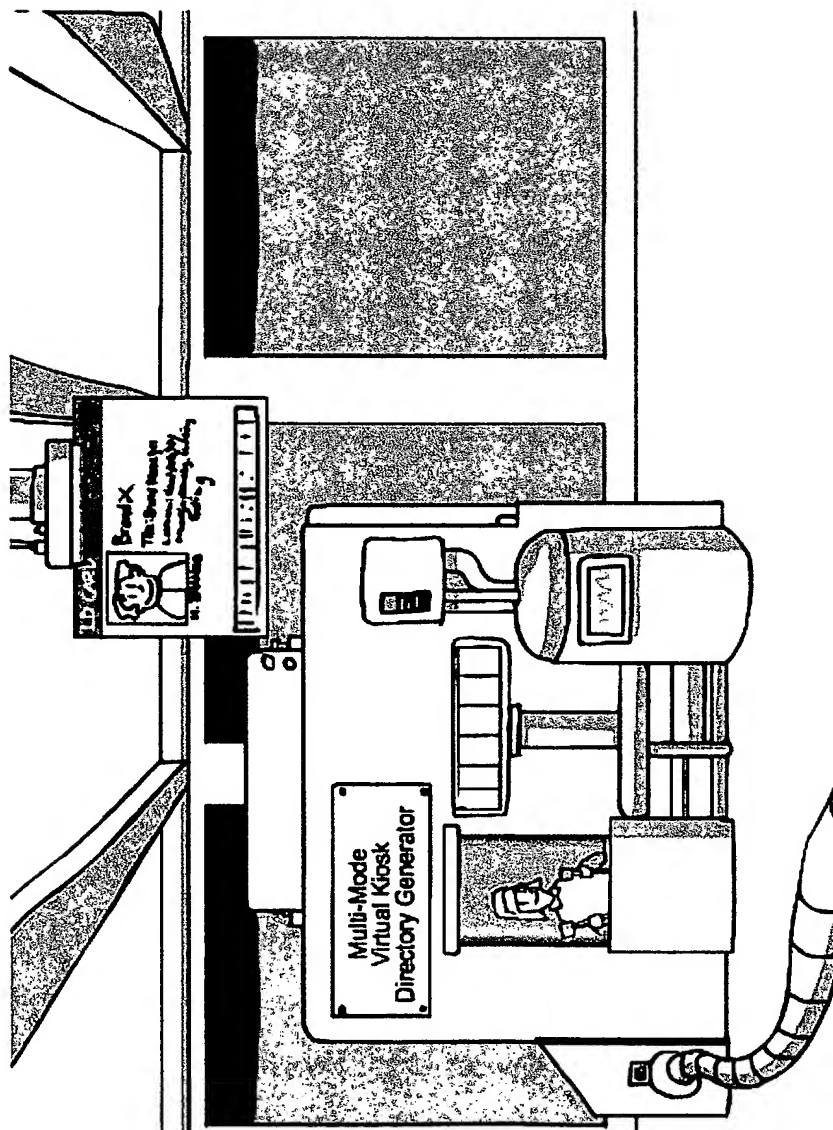
~~20~~



1010/ 1046

Fig. 53D40

五

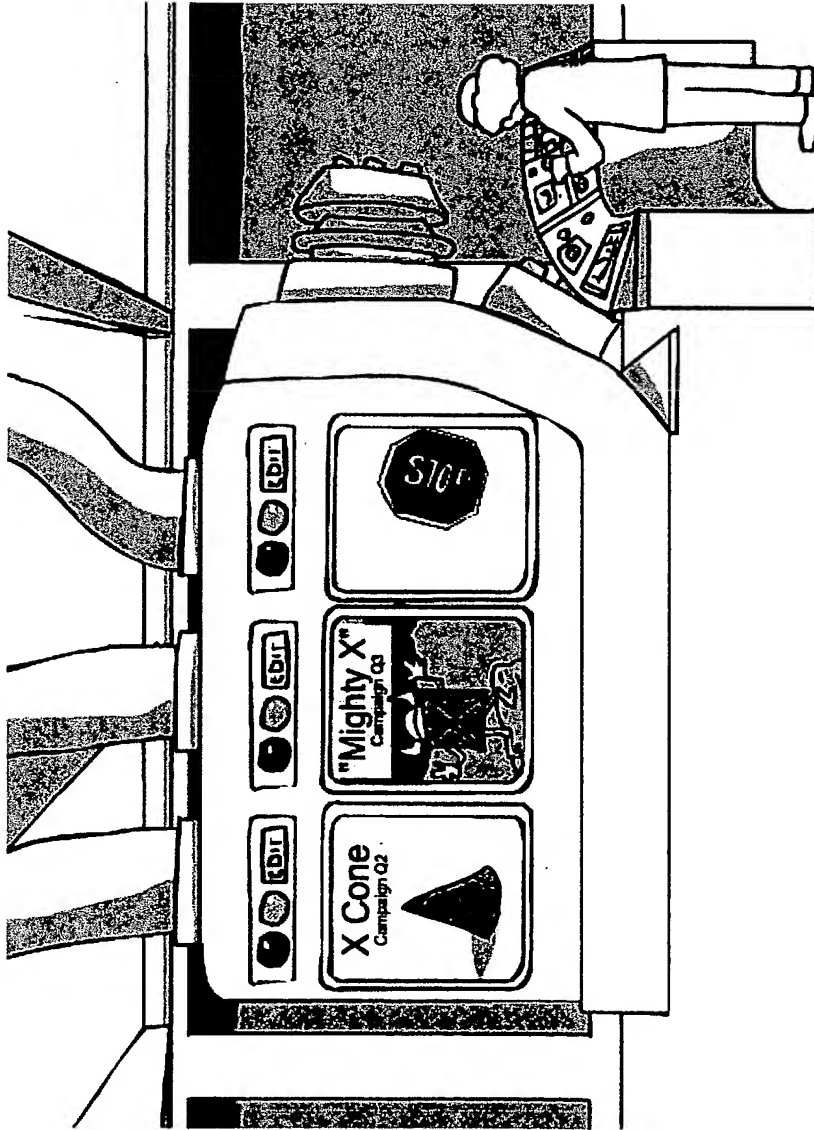


Advertising and Promotion  
 Directories can automatically  
 produce directory listings of all  
 the installed Multi-Mode Virtual  
 Kiosks on which agents may  
 place ad or promotion spots on  
 the World Wide Web.

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FIG. 53D41

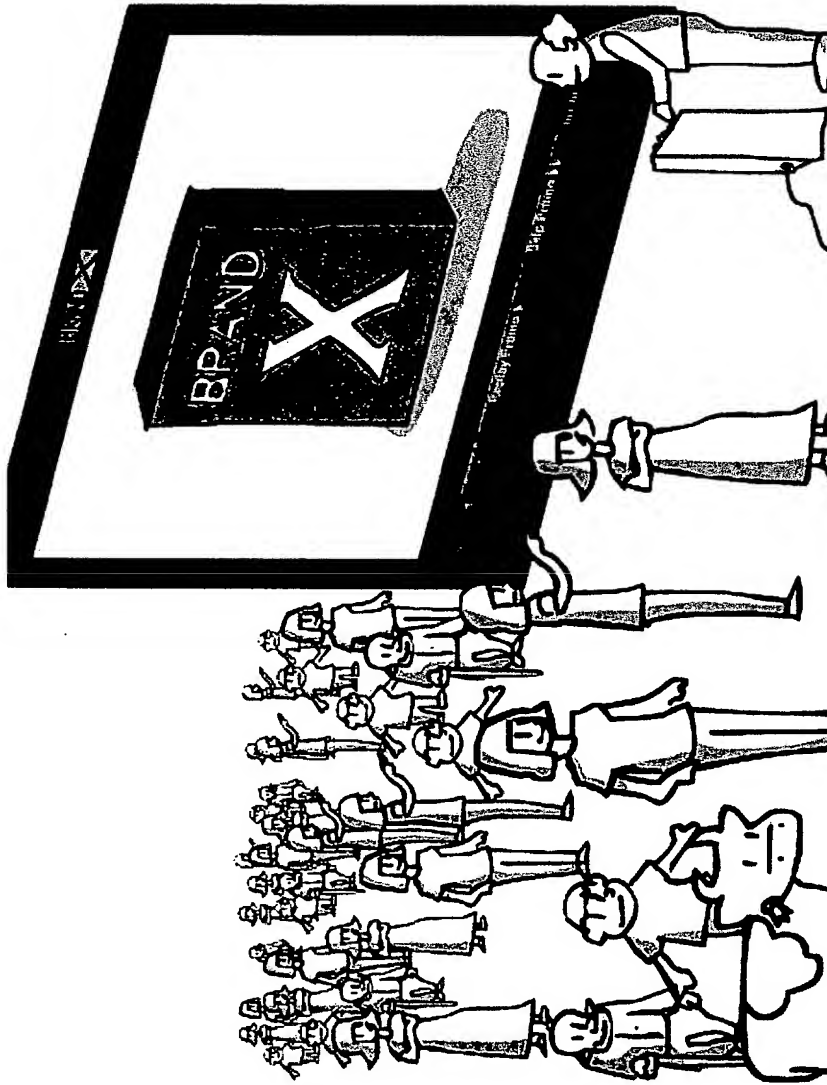
002



Authorized agents can quickly start,  
stop or modify campaigns.

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Fig. 53D42



With Brandkey Systems  
Multi-Mode Kiosks so easy to create and  
deploy, you have the opportunity to  
quickly reach millions of consumers  
on the Web ...  
and effectively communicate  
a multi-dimensional picture  
of your brand.

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FIG. 53D43

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Everything is within your control to ensure that consumers receive the brand-building messages consistent with your marketing team objectives.

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Fig. 53D44



Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
				

Leading provider of Enterprise-level brand marketing and management solutions that enable brand management teams to create stronger, more distinctive brands online

BKS™ Networks, Inc. provides brand managers with a revolutionary new brand management and marketing communication media designed to serve as a central control center for managing and marketing their brands everywhere on the Internet, over all Web-based consumer touch-points, now and into the future. Using BKS™ Network's powerful tools, brand managers can quickly and easily create a multi-dimensional picture, or "Multi-Mode Virtual Kiosk" of their brand online -- and deliver it instantly to shoppers at e-retail sites and other critical touch points on the Web where - and when- consumers are considering an online purchase.

Consumers who click on the BKS™ Multi-Mode Virtual Kiosk can find out about the brand's latest promotions, get detailed product information, watch an ad, search the store locator or locate other information. Not only do BKS™ Multi-Mode Virtual Kiosks bring valuable brand information directly to the consumer at the critical point of purchase, but they enable brand managers to influence the consumer more than ever before before, during and after online purchases.

BKS™ Multi-Mode Virtual Kiosks are easy to build and deploy. You can create a BKS™ Multi-Mode Virtual Kiosk in minutes at your own computers using the following five tools:

- **Brandkey Create:** choose the links that consumers will see in the ad, promo and brand information network display modes of Multi-Mode Virtual Kiosks.
- **Brandkey Deliver:** create, deploy and install Multi-Mode Virtual Kiosks.
- **Brandkey Advertise:** build, run and manage advertising campaigns on Multi-Mode Virtual Kiosks.
- **Brandkey Promote:** build, run and manage promotional campaigns on Multi-Mode Virtual Kiosks.
- **Brandkey Systems:** track and manage the users and brands on Multi-Mode Virtual Kiosks.

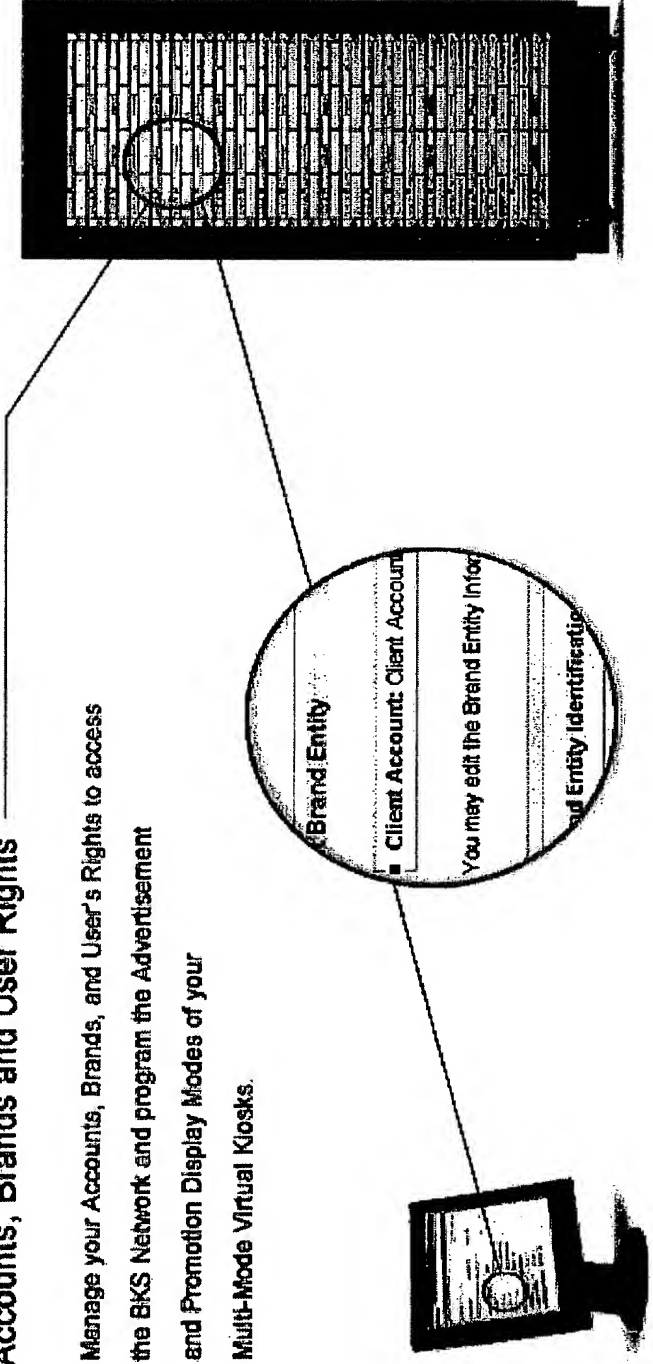


Fig. 54A

# Manage

## Accounts, Brands and User Rights

Manage your Accounts, Brands, and User's Rights to access the BKS Network and program the Advertisement and Promotion Display Modes of your Multi-Mode Virtual Kiosks.



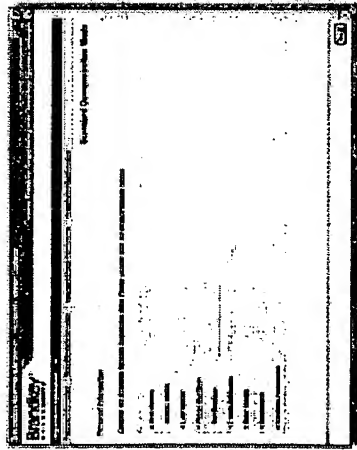
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Fig. 54B

**Registration**

Register your Client Account by completing the Client Information Application for review by the BKS Administrators.



Click here to view larger screen

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Fig. 54C

## Operational Mode

### Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

★ First Name:	<input type="text"/>
Middle Name:	<input type="text"/>
★ Last Name:	<input type="text"/>
★ Phone Number:	<input type="text"/>
Fax Number:	<input type="text"/>
★ E-mail Address:	<input type="text"/>
★ User Name:	<input type="text"/>
★ Password:	<input type="text"/>
★ Confirm Password:	<input type="text"/>

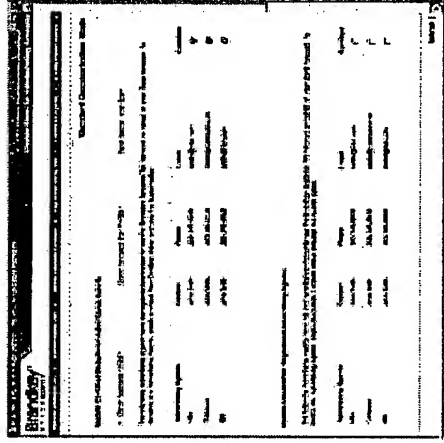
[Click here to return to previous page](#)

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Fig. 54D

## User/Account Administration

- ▶ Administer Account Users and set their Rights to use specific Services delivered by the BKS Network.
- ▶ Administer your Account, the Trade/ServiceMarks associated with your Brand Entities, Account Access Rights to the BKS Network, and certify your Ad/Promo Agents.
- ▶ Set Ad/Promo Privileges of your Business Associates to place the Ad/Promo Spots on your installed Multi-Mode Virtual Kiosks.
- ▶ View Brand Metrics relating to Services delivered to your Account's Users by the BKS Network.



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**Operational Mode**

**Update Certified Registered Advertising Agents**

Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Advertising Agent 1	John Doe	203-555-1001	jdoe@aagent1.com	<input checked="" type="checkbox"/>
Advertising Agent 2	John Doe	203-555-2002	jdoe@aagent2.com	<input checked="" type="checkbox"/>
Advertising Agent 3	John Doe	203-555-3003	jdoe@aagent3.com	<input checked="" type="checkbox"/>

**Update Uncertified Registered Advertising Agents**

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Advertising Agent 4	Charles Smith	203-555-4004	csmith@aagent4.com	<input type="checkbox"/>
Advertising Agent 5	Mary Smith	203-555-5005	msmith@aagent5.com	<input type="checkbox"/>
Advertising Agent 6	James Smith	203-555-6006	jsmith@aagent6.com	<input type="checkbox"/>

[Click here to return to previous page](#)

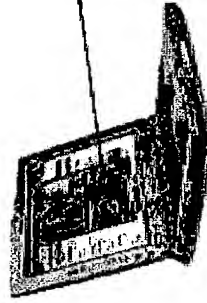
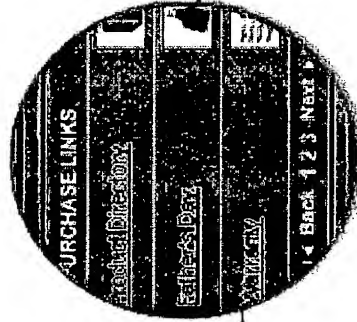
Fig. 54F

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# Create

## Brand Information Networks

Create interactive Brand Information Networks designed to manage and communicate the essential value and character associated with your branded products and services.



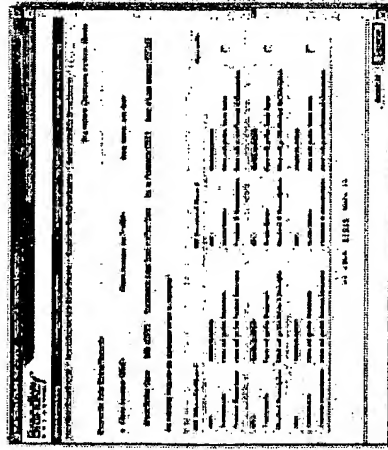
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Fig. 546

## Manage Brand Information Networks

- ▶ Select the Brand Entity assigned to your Client Account in which you wish to manage the Brand Information Networks associated with your Products and Services.
- ▶ Configure Branded Product and Services attributes to be associated with your Brand Information Networks.
- ▼ Manage Branded Product and Services Data Strings used to create your interactive Brand Information Networks.



[Click here to view larger screen](#)

- Import Data String Records from your supply-side database into the BKS Network.
- And when your Product and Services packaging changes you can Search/Manage Data String Records.
- Create New Data String Records whenever you add new Products or Services to your line.
- To stay in step with your supply-side product database, Synchronize Data String Records.

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FIG. 54 H

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### Operational Mode

#### Overwrite Data String Records

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
Brand Entity: Brand Entity 1	MIN: 123456	Trademark: Trademark 1
	No. of Products: 00003	Date of Last Import: 09/03/03

The following Products are duplicated. Which to overwrite?

BKS Networks Record	832 Document Record	Overwrite
UPC: 123456123456	UPC: 123456123456	
Trademark: Trademark 1	Trade Name: Trademark 1	<input type="checkbox"/>
Product Descriptor: Product Descriptor 1	Product ID Description: Product Descriptor 1A	
UPC: 123456123457	UPC: 123456123457	
Trademark: Trademark 2	Trade Name: Trademark 2	<input type="checkbox"/>
Product Descriptor: Product Descriptor 2	Product ID Description: Product Descriptor 2A	
UPC: 123456123458	UPC: 123456123458	
Trademark: Trademark 3	Trade Name: Trademark 3	<input type="checkbox"/>
Product Descriptor: Product Descriptor 3	Product ID Description: Product Descriptor 3A	

<< < Back 1 2 3 4 5 Next > >>

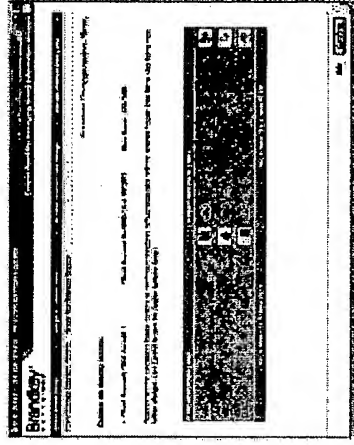
[Click here to return to previous page](#)

Fig. 54I

## Manage Brand Information Networks

▼ Manage Brand Information Networks by linking your Brand Building Resources to product and service Data Strings to build Brand Information Networks designed to communicate your Brand Image.

- Search/Manage the Data Link Records of your Brand Information Networks by editing their related Data Link records.
- Extend your Brand information Networks by Creating New Data link Records.



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Fig. 54J

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## Operational Mode

### Confirm the Display Schema

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

PRE-PURCHASE LINKS			POST-PURCHASE LINKS		
Link 1			Link 4		
Link 2			Link 5		
Link 3			Link 6		
<< Back 1 2 3 Next >>			<< Back 1 2 3 Next >>		

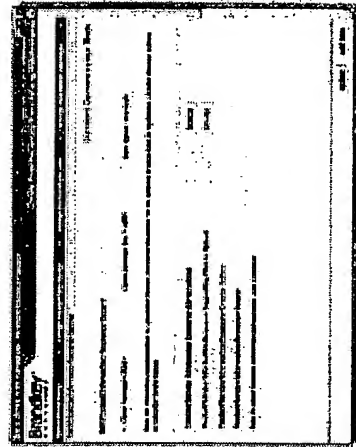
[Click here to return to previous page](#)

Fig. 54K

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## Host Brand Building Web Resources

► Select the Brand Entity assigned to your Client Account in which you wish to manage the hosted Brand Building Web Resources associated with your Products and Services.



Click here to view larger screen

- View Data String Records and Brand Information Networks to obtain an overview of the Data Strings associated with your Client Account that are maintained in the BKS Network.
- View Data Link Records and Brand Information Networks to survey your associated Brand Information Resources.
- Manage Hosted Brand Building Resources on web servers maintained by the BKS Network.

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Fig. 54L

## Operational Mode

### Edit Service Information Resource Record

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:	<input type="text"/>	<input type="button" value="Browse"/>
Product/Service Information Resource Supporting Files to Upload:	<input type="text"/>	<input type="button" value="Browse"/>
Product/Service Information Resource Creator/Author:	<input type="text"/>	
Product/Service Information Resource Owner:	<input type="text"/>	
Date Product/Service Information Resource was Created:	<input type="text"/>	

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Fig. 54M

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# Deliver

**Multimode Virtual Kiosks**

Deliver Multimode Virtual Kiosks to Consumers at  
Web-Enabled touchpoints to develop Consumer  
Brand Knowledge about your branded  
products and services.

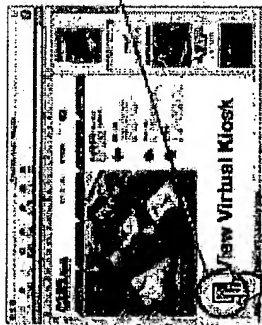
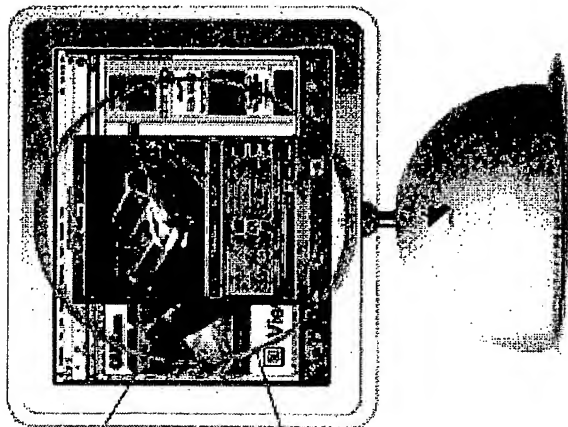
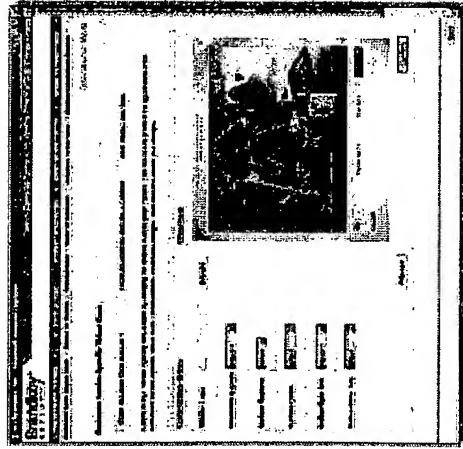


Fig. 54 N

## Generate Virtual Kiosks

Generate Multi-Mode Virtual Kiosks designed to effectively communicate your Product or Service's Brand Image in the minds of Consumers.



[Click here to view larger screen](#)

► Configure Multi-Mode Virtual Kiosks by specifying where and who may install your Multi-Mode Virtual Kiosks, using the BKS Network.

► Customize your Multi-Mode Virtual Kiosks to reflect the look and feel of your Brand.

► Deploy your Multi-Mode Virtual Kiosks over diverse and widespread Launch Environments.

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Fig. 540

## Operational Mode

### Customize Vendor-Specific Virtual Kiosk

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

Customize your Vendor-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Vendor-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options		Virtual Kiosk
Vendor Logo:	<input type="text"/> <input type="button" value="Browse"/>	
Geometric Layout:	<input type="text" value="square"/> <input type="button" value="Preview"/>	
Surface Texture:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	
Surface Color:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	
Button Style Set:	<input type="text" value="square"/> <input type="button" value="Preview"/>	
Button Color Set:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	

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Fig. 54Q

Install Vendor - Specific Virtual Kiosks

Select Virtual Kiosk | License Agreement | Installation Location Information | Download Virtual Kiosk Tag |

## Operational Mode

### Download Virtual Kiosk Tags

Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	<input checked="" type="checkbox"/>	<a href="#">Download Kiosks</a>
HTML-Embedded Document	<input type="checkbox"/>	<a href="#">Download Kiosks</a>
HTML-Encoded Image	<input checked="" type="checkbox"/>	<a href="#">Download Kiosks</a>
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>	<a href="#">Download Kiosks</a>

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Fig. 54R

# Advertise

## Branded Products and Services

Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

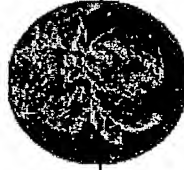
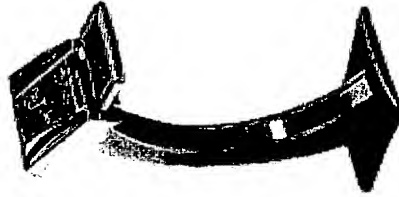


Fig. 54S

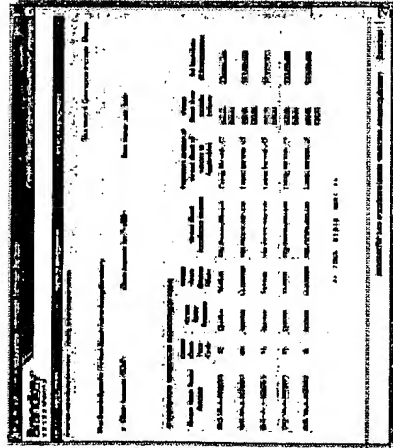
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Next

## Manage Advertising Campaigns

Manage Advertising Campaigns to be run on networks of installed Multi-Mode Virtual Kiosks.

- ▼ Create Multi-Mode Virtual Kiosk Advertising Directories that specify on which Multi-Mode Virtual Kiosks you are permitted to run your Advertising Campaigns.



[Click here to view larger screen](#)

- Generate Advertising Directory identifying on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Advertising Campaigns.

- Modify Advertising Directory that specify on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Advertising Campaigns.

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Fig. 54T

**Operational Mode**

**The Brand-Specific Virtual Kiosk Advertising Directory**

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

**Brand-Specific Virtual Kiosk Advertising Directory**

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
BKS-VK-A-0002003	PS	Sponsor 1	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression
BKS-VK-A-0002004	VS	Sponsor 2	Dual-Mode	http://www.sponsor2.com	NA	activity indices	\$/impression
BKS-VK-A-0002005	PS	Sponsor 3	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression
BKS-VK-A-0002006	PS	Sponsor 4	Tri-Mode	http://www.sponsor3.com	NA	activity indices	\$/impression
BKS-VK-A-0002007	VS	Sponsor 5	Dual-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression

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Fig. 54 V

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## Manage Advertising Campaigns

▼ Register and Manage Advertising Campaigns to be run on specified Networks on Multi-Mode Virtual Kiosks.

- Register Campaign to be run on specified Networks of Multi-Mode Virtual Kiosks.
- Flexibly add or delete Multi-Mode Virtual Kiosks at any time to Modify Campaigns.
- Stop Campaign in a flexible manner to meet your marketing objectives.
- View up-to-date metrics kept by the BKS Network to Monitor Campaigns.

[illegible]

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Fig. 54V

## Operational Mode

### Modify the Virtual Kiosk Advertising Campaign

Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

You may Modify the Virtual Kiosk Advertising Campaign by Adding or Removing Virtual Kiosks from the Campaign.

#### Master Data Record for Virtual Kiosk Advertising Campaign

Name of Advertising Campaign		Date of Advertising Campaign Registration	Advertising Campaign Registration Number			
Advertising Campaign 1		02-03-02	BKS-AC-A-0002007			
Virtual Kiosk Added to Campaign	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Applicable)	Virtual Kiosk User Activity Indices
<input checked="" type="checkbox"/>	BKS-VK-A-0002003	PS	Tri-Mode	http://www.sponsor1.com	NA	activity indices
<input type="checkbox"/>	BKS-VK-A-0002004	VS	Dual-Mode	http://www.sponsor2.com	NA	activity indices
<input type="checkbox"/>	BKS-VK-A-0002005	PS	Tri-Mode	http://www.sponsor1.com	NA	activity indices
<input type="checkbox"/>	BKS-VK-A-0002006	PS	Tri-Mode	http://www.sponsor3.com	NA	activity indices
<input type="checkbox"/>	BKS-VK-A-0002007	VS	Dual-Mode	http://www.sponsor1.com	NA	activity indices

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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Fig. 54W

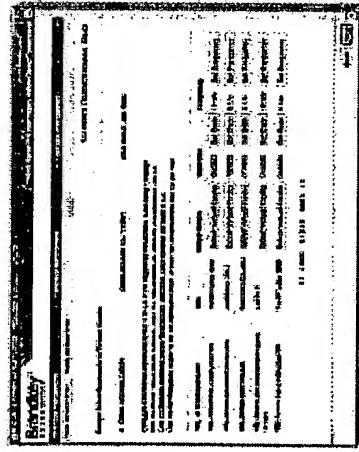
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Manage Advertising Campaigns

▼ Place Ad-Spot Orders on installed networks of Multi-Mode Virtual Kiosks.

■ Place Ad-Spot Order on installed networks of Multi-Mode Virtual Kiosks.

■ Modify Ad-Spot Order placed on installed networks of Multi-Mode Virtual Kiosks.



[Click here to view larger screen](#)

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Black

fig. 54X



Directory Management

◀

Campaign Management

◀

Ad-Spot Management

▼

Place Ad-Spot Order | Modify Ad-Spot Order

## Operational Mode

Assign Advertisements to Virtual Kiosks

Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run. Click the Set Date button to set the Start Date on which the Advertisement will begin to run. Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.clientaccount1.com/content/ad1.mpg	Advertisement 1	Select Virtual Kiosks	09/20/02	Set Frequency 10 X/hr
http://www.clientaccount1.com/content/ad2.mpg	Advertisement 2	Select Virtual Kiosks	10/30/02	Set Frequency 5 X/hr
http://www.clientaccount1.com/content/ad3.mpg	Advertisement 3	Select Virtual Kiosks	07/10/02	Set Frequency 2 X/hr
http://www.clientaccount1.com/content/ad4.mpg	Advertisement 4	Select Virtual Kiosks	01/02/02	Set Frequency 10 X/hr
http://www.clientaccount1.com/content/ad5.mpg	Advertisement 5	Select Virtual Kiosks	09/20/02	Set Frequency 5 X/hr

◀ ◀ Back 1 2 3 4 5 Next ▶ ▶

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Fig. 5A Y

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# Promote

## Branded Products and Services

Promote your branded products and services by building, running and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

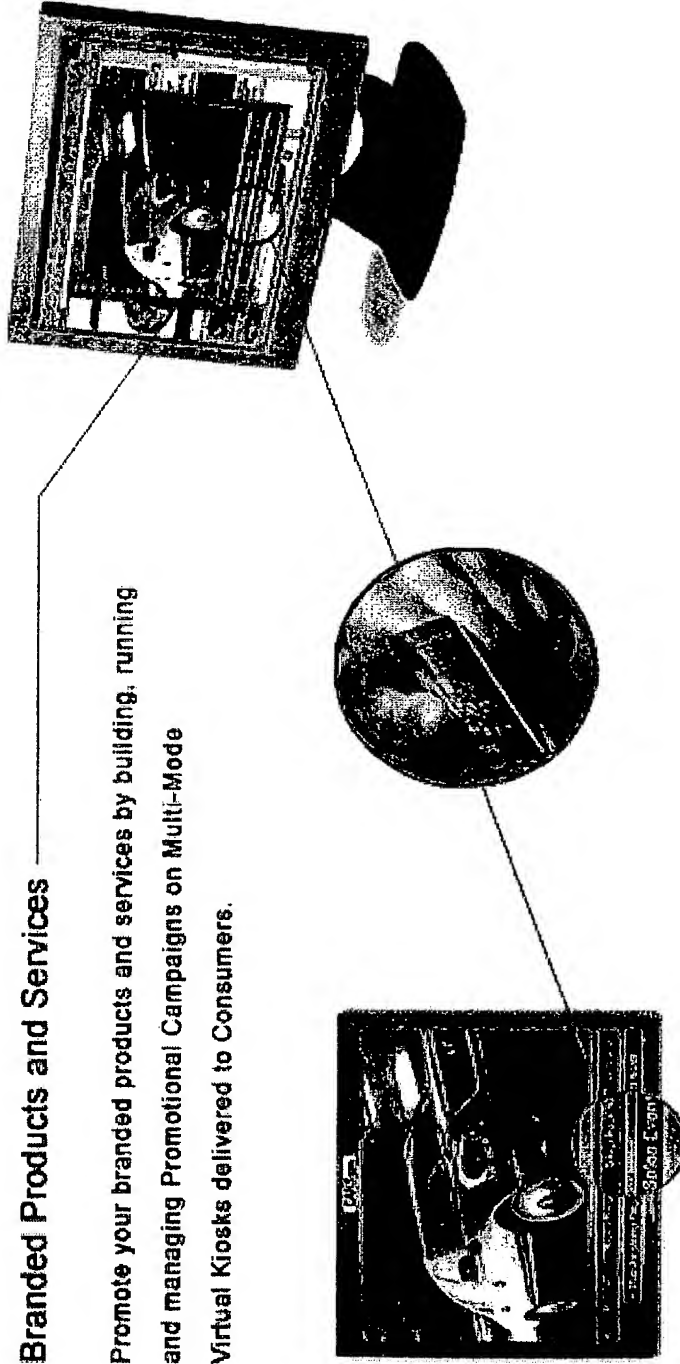


Fig. 54 z

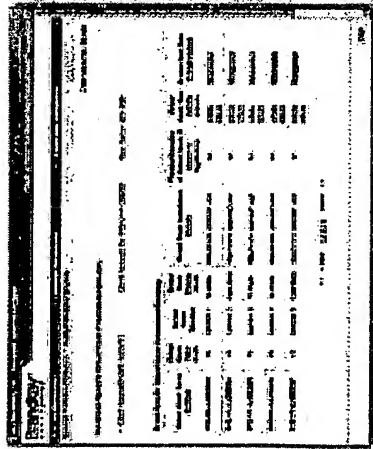
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Next

## Manage Promotional Campaigns

Manage Promotional Campaigns to be run on networks of installed Multi-Mode Virtual Kiosks.

▼ Create Multi-Mode Virtual Kiosk Promotional Directories that specify on which Multi-Mode Virtual Kiosks you are permitted to run your Promotion Campaigns.



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■ Generate Promotional Directory identifying on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Promotion Campaigns.

■ Modify Promotional Directory that specify on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Promotion Campaigns.

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Fig. 64a9

### Operational Mode

#### The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

#### Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Promo Spot Rate (\$/Impression)
BKS-VK-A-0002003	PS	Sponsor 1	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression
BKS-VK-A-0002004	VS	Sponsor 2	Dual-Mode	http://www.sponsor2.com	NA	activity indices	\$/Impression
BKS-VK-A-0002005	PS	Sponsor 3	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression
BKS-VK-A-0002006	PS	Sponsor 4	Tri-Mode	http://www.sponsor3.com	NA	activity indices	\$/Impression
BKS-VK-A-0002007	VS	Sponsor 5	Dual-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression

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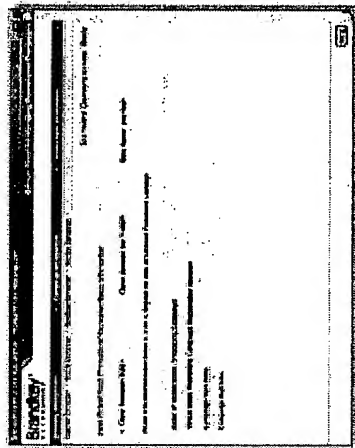
Fig. 546b

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## Manage Promotional Campaigns

▼ Register and Manage Promotional Campaigns to be run on specified Networks on Multi-Mode/Virtual Kiosks.

- Register Campaign to be run on specified Networks of Multi-Mode Virtual Kiosks.
- Flexibly add or delete Multi-Mode Virtual Kiosks at any time to Modify Campaigns.
- Stop Campaign in a flexible manner to meet your marketing objectives.
- View up-to-date metrics kept by the BKS Network to Monitor Campaigns.



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fig. 54cc

## Operational Mode

### Input Virtual Kiosk Promotional Campaign Basic Information

■ Client Account: Client Account 1      Client Account No: BKS-CA-A-0002003      User Name: John Smith

Please enter the Information below in order to Register the new Virtual Kiosk Promotional Campaign.

Name of Virtual Kiosk Promoting Campaign:	<input type="text"/>
Virtual Kiosk Promoting Campaign Registration Number:	<input type="text"/>
Campaign Start Date:	<input type="text"/>
Campaign End Date:	<input type="text"/>

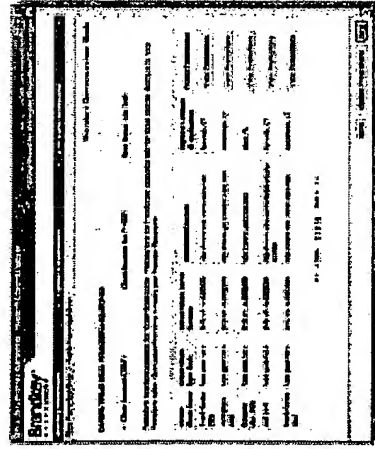
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Fig. 54dd

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Manage Promotional Campaigns

▼ Place Promo-Spot Orders on installed networks of Multi-Mode Virtual Kiosks.



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■ Place Promo-Spot Order on installed networks of Multi-Mode Virtual Kiosks.

■ Modify Promo-Spot Order placed on installed networks of Multi-Mode Virtual Kiosks.

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Fig. 54ee

**Operational Mode**

**Confirm Virtual Kiosk Promotional-Spot Order**

Client Account: Client Account 1    Client Account No: BKS-CA-A-0002003    User Name: John Smith

Promotions have been placed on the Virtual Kiosks below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View Promotions button. Click Update Promotions to modify your Promotion Placements.

Virtual Kiosk Name	Virtual Kiosk Type Code	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Virtual Kiosk 1	PS	BKS-VK-A-0002003	http://www.sponsor1.com	NA	<a href="#">View Promotions</a>
Virtual Kiosk 2	VS	BKS-VK-A-0002004	http://www.sponsor2.com	NA	<a href="#">View Promotions</a>
Virtual Kiosk 3	PS	BKS-VK-A-0002005	http://www.sponsor1.com	NA	<a href="#">View Promotions</a>
Virtual Kiosk 4	PS	BKS-VK-A-0002006	http://www.sponsor3.com	NA	<a href="#">View Promotions</a>
Virtual Kiosk 5	VS	BKS-VK-A-0002007	http://www.sponsor2.com	NA	<a href="#">View Promotions</a>

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Fig. 54ff

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